FOR THE COIN-OP ENTERTAINMENT INDUSTRY

VOLUME 15, NO. 9

# PLAY·METER

SEPTEMBER 1989

*The future looks bright for SNK's Eikichi Kawasaki and Paul Jacobs*

## *Special AMOA Expo '89 Preview*

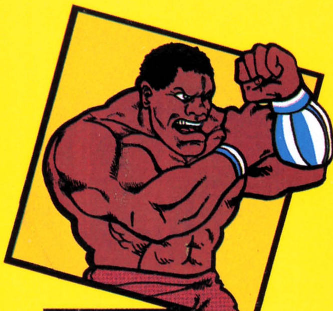
*Las Vegas: diamond in the desert*

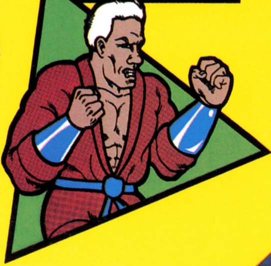
*Exhibitor list and floorplan*

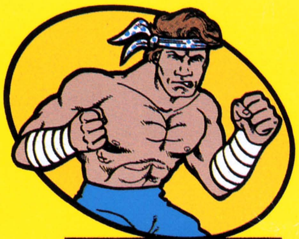
*New equipment sneak peek*

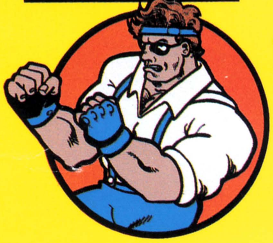
*Guide to casino gaming*

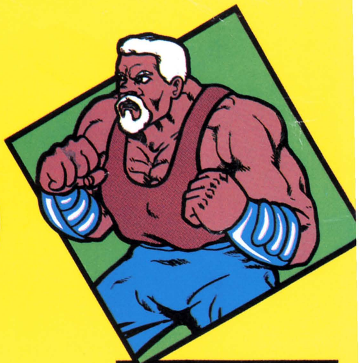
*Technical topics trio*

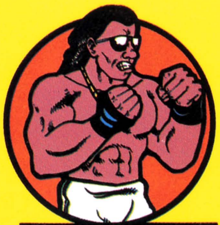

Name: "Tiptoes" Tommy
Age: 45 ● Weight: 310 lbs.

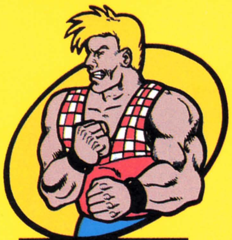

Name: Jake "The Wrench"
Age: 40 ● Weight: 185 lbs.

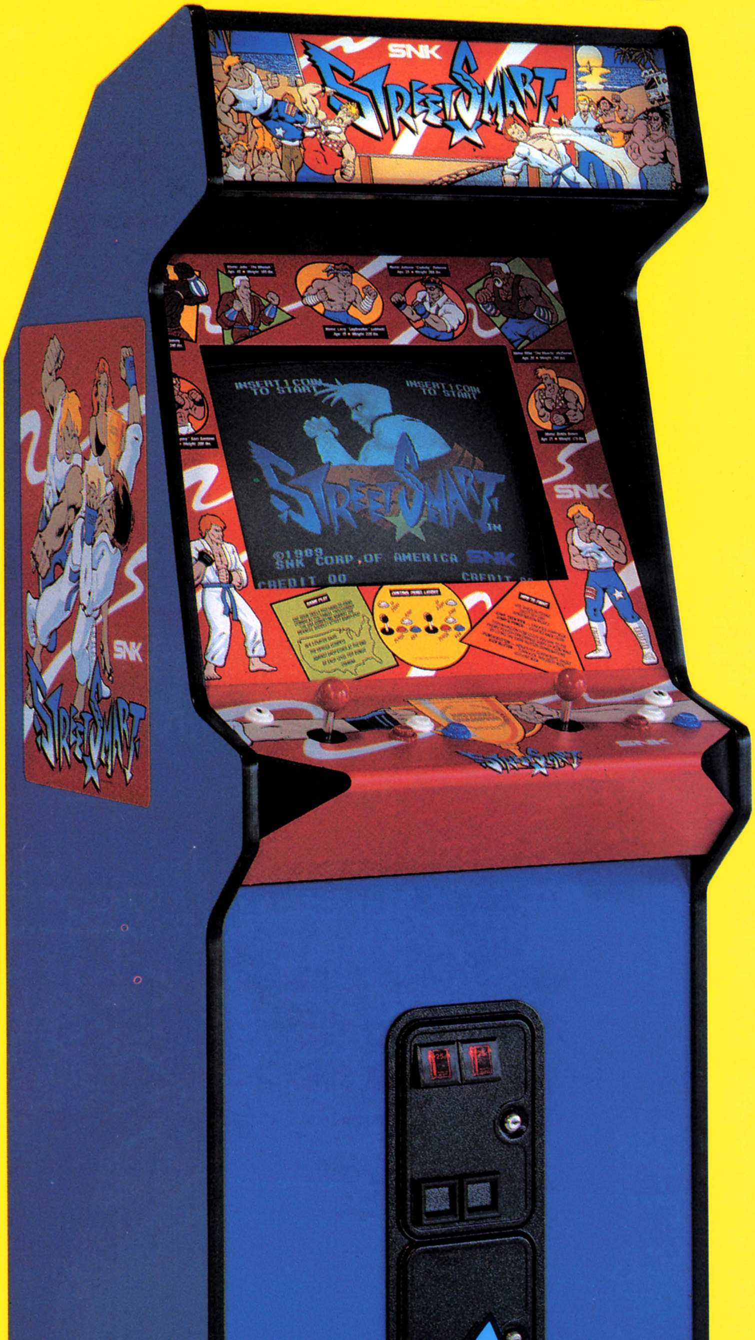

Name: Larry "Legbreaker" Lubinski
Age: 19 ● Weight: 220 lbs.


Name: Antonio "Crybaby" Palermo
Age: 25 ● Weight: 265 lbs.


Name: Mike "The Muscle" McDermit
Age: 30 ● Weight: 290 lbs.


Name: "Slippery" Sam Santana
Age: 38 ● Weight: 205 lbs.


Name: Bobby Brown
Age: 21 ● Weight: 175 lbs.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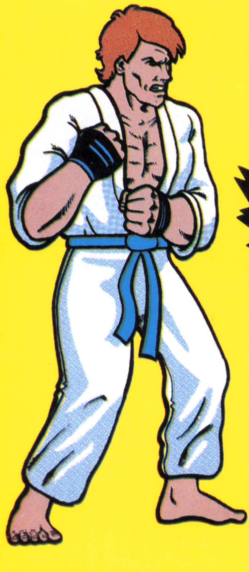
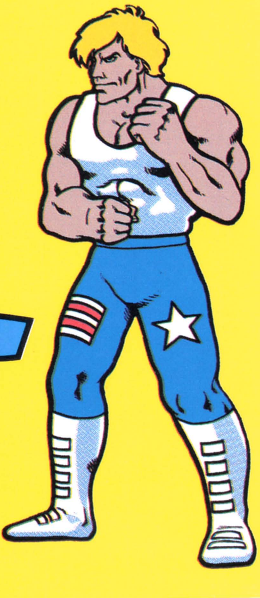


# STREET SMART™



# EQUIPMENT POLL BALLOT

Please rate the games on a scale of one to ten, with ten representing superior earnings. A space has been allowed under each manufacturer's name for a write-in entry. Additional space at the bottom accommodates any other equipment entry. Thank you for your participation. Only with your help can we continue to provide an accurate game rating system.

**VIDEO**

**American Technos:**

| | |
|---|---|
| Double Dragon II | 1 2 3 4 5 6 7 8 9 10 |
| WWF Super Stars | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**American Sammy:**

| | |
|---|---|
| Omega Fighter | 1 2 3 4 5 6 7 8 9 10 |

**Atari:**

| | |
|---|---|
| Assault | 1 2 3 4 5 6 7 8 9 10 |
| Championship Sprint | 1 2 3 4 5 6 7 8 9 10 |
| Cyberball | 1 2 3 4 5 6 7 8 9 10 |
| Cyberball 2027 | 1 2 3 4 5 6 7 8 9 10 |
| 720 Degrees | 1 2 3 4 5 6 7 8 9 10 |
| Hard Drivin' | 1 2 3 4 5 6 7 8 9 10 |
| RoadBlasters | 1 2 3 4 5 6 7 8 9 10 |
| Super Sprint | 1 2 3 4 5 6 7 8 9 10 |
| Tetris | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Bally Midway:**

| | |
|---|---|
| Arch Rivals | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Capcom:**

| | |
|---|---|
| Capcom Bowling | 1 2 3 4 5 6 7 8 9 10 |
| Dynasty Wars | 1 2 3 4 5 6 7 8 9 10 |
| Strider | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Data East:**

| | |
|---|---|
| Bad Dudes | 1 2 3 4 5 6 7 8 9 10 |
| Cobra Command | 1 2 3 4 5 6 7 8 9 10 |
| Midnight Resistance | 1 2 3 4 5 6 7 8 9 10 |
| Robo Cop | 1 2 3 4 5 6 7 8 9 10 |
| Sly Spy | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Exidy:**

| | |
|---|---|
| Showdown | 1 2 3 4 5 6 7 8 9 10 |
| Yukon | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Fabtek:**

| | |
|---|---|
| Cabal | 1 2 3 4 5 6 7 8 9 10 |
| Dynamite Duke | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Jaleco:**

| | |
|---|---|
| P-47 | 1 2 3 4 5 6 7 8 9 10 |
| St. Dragon | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Konami:**

| | |
|---|---|
| Bottom of the 9th | 1 2 3 4 5 6 7 8 9 10 |
| Crime Fighters | 1 2 3 4 5 6 7 8 9 10 |
| Final Round | 1 2 3 4 5 6 7 8 9 10 |
| Thunder Cross | 1 2 3 4 5 6 7 8 9 10 |
| S.P.Y. | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Leland:**

| | |
|---|---|
| Team Quarterback | 1 2 3 4 5 6 7 8 9 10 |
| Super Off Road | 1 2 3 4 5 6 7 8 9 10 |
| Quarterback | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Nintendo:**

| | |
|---|---|
| Play Choice-10 | 1 2 3 4 5 6 7 8 9 10 |
| Mike Tyson's Punch Out!! | 1 2 3 4 5 6 7 8 9 10 |
| Super Mario 2 | 1 2 3 4 5 6 7 8 9 10 |
| Super Mario 3 | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Romstar:**

| | |
|---|---|
| Bubble Bobble | 1 2 3 4 5 6 7 8 9 10 |
| Castle of Dragon | 1 2 3 4 5 6 7 8 9 10 |
| Champion Bowling | 1 2 3 4 5 6 7 8 9 10 |
| Final Blow | 1 2 3 4 5 6 7 8 9 10 |
| Ninja Warriors | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Sega:**

| | |
|---|---|
| AfterBurner | 1 2 3 4 5 6 7 8 9 10 |
| Altered Beast | 1 2 3 4 5 6 7 8 9 10 |
| Crackdown | 1 2 3 4 5 6 7 8 9 10 |
| E.S.W.A.T. | 1 2 3 4 5 6 7 8 9 10 |
| Gain Ground | 1 2 3 4 5 6 7 8 9 10 |
| Golden Axe | 1 2 3 4 5 6 7 8 9 10 |
| OutRun | 1 2 3 4 5 6 7 8 9 10 |
| Shinobi | 1 2 3 4 5 6 7 8 9 10 |
| Super Hang On | 1 2 3 4 5 6 7 8 9 10 |
| Super Masters | 1 2 3 4 5 6 7 8 9 10 |
| Super Monaco GP | 1 2 3 4 5 6 7 8 9 10 |
| Turbo OutRun | 1 2 3 4 5 6 7 8 9 10 |
| Wrestle War | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**Sharp Image:**

| | |
|---|---|
| Dyger | 1 2 3 4 5 6 7 8 9 10 |
| Splatter House | 1 2 3 4 5 6 7 8 9 10 |
| ____________ | 1 2 3 4 5 6 7 8 9 10 |

**SNK:**

| | |
|---|---|
| Gang Wars | 1 2 3 4 5 6 7 8 9 10 |
| Ikari III | 1 2 3 4 5 6 7 8 9 10 |
| Mechanized Attack | 1 2 3 4 5 6 7 8 9 10 |
| P.O.W. | 1 2 3 4 5 6 7 8 9 10 |
| Prehistoric Isle | 1 2 3 4 5 6 7 8 9 10 |
| Sky Adventure | 1 2 3 4 5 6 7 8 9 10 |
| Street Smart | 1 2 3 4 5 6 7 8 9 10 |
| Super Champion Baseball | 1 2 3 4 5 6 7 8 9 10 |
| ____________________ | 1 2 3 4 5 6 7 8 9 10 |

**Strata:**

| | |
|---|---|
| Golden Tee Golf | 1 2 3 4 5 6 7 8 9 10 |

**Taito:**

| | |
|---|---|
| Big Event Golf | 1 2 3 4 5 6 7 8 9 10 |
| Chase H.Q. | 1 2 3 4 5 6 7 8 9 10 |
| Double Dragon | 1 2 3 4 5 6 7 8 9 10 |
| Nastar Warrior | 1 2 3 4 5 6 7 8 9 10 |
| Night Striker | 1 2 3 4 5 6 7 8 9 10 |
| Operation Thunderbolt | 1 2 3 4 5 6 7 8 9 10 |
| Operation Wolf | 1 2 3 4 5 6 7 8 9 10 |
| Superman | 1 2 3 4 5 6 7 8 9 10 |
| Twin Eagle | 1 2 3 4 5 6 7 8 9 10 |
| U.S. Classic | 1 2 3 4 5 6 7 8 9 10 |
| V'Ball | 1 2 3 4 5 6 7 8 9 10 |
| ____________________ | 1 2 3 4 5 6 7 8 9 10 |

**Tecmo:**

| | |
|---|---|
| Ninja Gaiden | 1 2 3 4 5 6 7 8 9 10 |
| Tecmo Bowl | 1 2 3 4 5 6 7 8 9 10 |
| Tecmo Knight | 1 2 3 4 5 6 7 8 9 10 |
| ____________________ | 1 2 3 4 5 6 7 8 9 10 |

**Williams:**

| | |
|---|---|
| NARC | 1 2 3 4 5 6 7 8 9 10 |
| ____________________ | 1 2 3 4 5 6 7 8 9 10 |

**Yankee Games:**

| | |
|---|---|
| Grudge Match | 1 2 3 4 5 6 7 8 9 10 |
| ____________________ | 1 2 3 4 5 6 7 8 9 10 |

## PINBALL

**Bally:**

| | |
|---|---|
| Atlantis | 1 2 3 4 5 6 7 8 9 10 |
| Transporter | 1 2 3 4 5 6 7 8 9 10 |
| Truck Stop | 1 2 3 4 5 6 7 8 9 10 |
| ____________________ | 1 2 3 4 5 6 7 8 9 10 |

**Data East:**

| | |
|---|---|
| Time Machine | 1 2 3 4 5 6 7 8 9 10 |
| Laser War | 1 2 3 4 5 6 7 8 9 10 |
| Playboy | 1 2 3 4 5 6 7 8 9 10 |
| Monday Night Football | 1 2 3 4 5 6 7 8 9 10 |
| ____________________ | 1 2 3 4 5 6 7 8 9 10 |

**Gottlieb/Premier:**

| | |
|---|---|
| Bad Girls | 1 2 3 4 5 6 7 8 9 10 |
| Big House | 1 2 3 4 5 6 7 8 9 10 |
| Hot Shots | 1 2 3 4 5 6 7 8 9 10 |
| ____________________ | 1 2 3 4 5 6 7 8 9 10 |

**Williams:**

| | |
|---|---|
| Banzai Run | 1 2 3 4 5 6 7 8 9 10 |
| Black Knight 2000 | 1 2 3 4 5 6 7 8 9 10 |
| Cyclone | 1 2 3 4 5 6 7 8 9 10 |
| Earthshaker | 1 2 3 4 5 6 7 8 9 10 |
| High Speed | 1 2 3 4 5 6 7 8 9 10 |
| Jokerz! | 1 2 3 4 5 6 7 8 9 10 |
| Pinbot | 1 2 3 4 5 6 7 8 9 10 |
| Police Force | 1 2 3 4 5 6 7 8 9 10 |
| Swords of Fury | 1 2 3 4 5 6 7 8 9 10 |
| Taxi | 1 2 3 4 5 6 7 8 9 10 |
| ____________________ | 1 2 3 4 5 6 7 8 9 10 |

## OTHER EQUIPMENT:

Mfg. ____________________

Game ____________________ 1 2 3 4 5 6 7 8 9 10

______________________________

______________________________

______________________________

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# NEWS BULLETIN

■ A 500-page "sentencing" bill passed by the Tennessee Legislature has put the status of video pokers there into question. Among the items lumped into the bill was a section on gambling, in which the Legislature "modified" the existing language to make the definition more general. Though video pokers weren't mentioned specifically, the bill makes it a felony offense to buy, sell, ship, store, etc., a "gambling device" as defined in the bill. Horse racing was a specific target mentioned by name throughout, according to LaVerle Franzen, an account executive for the Amusement and Music Operators of Tennessee (AMOT). The question, then, is whether the Legislature intended implicitly to lump video pokers in with horse racing without naming them, or whether it was an oversight. (Franzen added that there's been a push in Tennessee to do away with the machines.) The new law, which goes into effect in November, puts both operators and manufacturers in a holding pattern until it's decided whether the law will be enforced against pokers. The Legislature doesn't reconvene until January.

■ Red Baron, having had its district court victory against Taito overturned by an appeals court on July 18, filed a petition for rehearing with the same 4th Circuit Court of Appeals on July 29. "Basically, we believe there are material fact discrepancies between the actual court record and what was perceived by the judge," said Red Baron president Bill Beckham. "We believe it was a direct result of these inaccuracies that the decision was handed down as it was. Once we hear the court's decision on the petition, I believe we will then be better able to understand the court's logic in its former ruling. We will be in a better position to evaluate what our next step will be." Beckham expects to hear from the court by early to mid-September. He wouldn't speculate on a possible Supreme Court appeal until the petition is decided upon.

■ On Aug. 9, Nintendo of America was granted a preliminary injunction against Blockbuster Entertainment Corp. and various affiliated entities, just days after filing suit for copyright infringement in the U.S. District Court of New Jersey. The action stemmed from the unauthorized photocopying of Nintendo video game instruction manuals and their subsequent distribution to Blockbuster's video rental consumers. "We will seek damages to the fullest extent allowable under U.S. law for any infringement of Nintendo's copyrights by video rental stores," said Lynn Hvalsoe, Nintendo of America's general counsel.

■ Meanwhile, Nintendo of America has released a new video version of the Williams pinball game, *Pin Bot*. It's available for all *PlayChoice* systems. "This game is definitely the best translation to video of a pinball game that the industry has ever seen," said Al Stone, vice president of sales and marketing. In other news concerning Nintendo of America, the company has established an "NES Network" division to develop and market entertainment and informational network products. Jerry Ruttenbur will assume the newly created position of vice president of network products. Look for more on this latter item in the October "News" section.

■ Smart Industries has received permission from the state of Michigan to use the single, double, triple, and jumbo models of the *Clean Sweep* crane there. Smart received documented approval after submitting information about the cranes to the Charitable Gaming Division of the Bureau of State Lottery. In part, it said Smart "meets the manufacturing standards (for cranes) as authorized by Public Act 464...and is hereby certified for use in Michigan." Such states as California, Arizona, New York, and Maine have previously approved *Clean Sweep*.

■ We'd like to remind pinball enthusiasts of the upcoming "Pinball Expo '89," which will be held at the Ramada Hotel/O'Hare in Rosemont, Ill., on Sept. 29-30. The event includes a tour of Premier Technology's manufacturing complex, guest speakers, panel discussions, and "Flip Out '89," a pinball tournament with a new Gottlieb pin as the grand prize. For more information, contact Mike Pacak, Pinball Expo '89, 2671 Youngstown Rd. S.E., Warren, OH, 44484; (216) 369-1192.

■ Hilltop Distributing Inc. of Weirton, W.Va., has been selected to represent the product lines of Valley Recreational Products and Bally Midway Mfg. Also, Hilltop is in the process of opening its second office in Charleston, W.Va. It will be headed up by Rich Milletary and his wife Karen.

■ Elaine Ditton, president of Incredible Technologies Inc., announced the formation of Strata Corp. The new corporation will be involved in the marketing and selling of IT arcade games. IT was responsible for the development of the video kit *Capcom Bowling*. Strata's first game, *Golden Tee Golf*, will be exhibited at the AMOA show.

■ Favorable comments about Atari's *Hard Drivin'* have not been confined to the coin-op amusement industry. *Road & Track* magazine, which has a circulation of over four million, featured the hit driving simulator in its August issue. "*Hard Drivin'* has been widely recognized as a leading edge product," said marketing director Mary Fujihara. "We feel it has added a tremendous amount of credibility and awareness for the coin-op industry."

■ The company Gametek is entering the coin-op industry with a bang— the first arcade translation of "Wheel of Fortune." The game, set for introduction at the AMOA show, will be available in an upright cabinet (either dedicated or kit), countertop, or cocktail table version. Another TV game show, "Jeopardy," will be the follow-up to "Wheel of Fortune" in January 1990.

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**PLAY METER,** September, 1989, Volume 15, No. 9. Copyright 1989 by Skybird Publishing Company. **PLAY METER** (ISSN 0162-1343) (USPS 358-350) is published once monthly on the 1st of the month. Publishing office: 6600 Fleur De Lis, New Orleans, LA 70124; **MAILING ADDRESS** P.O. Box 24970, New Orleans, LA 70184, U.S.A.; phone: 504/488-7003; FAX 504-488-7083. For Subscriptions: 504/488-7003. Subscription rates: U.S. and Canada—$50. Advertising rates are available on request. **NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION.** The editors are not responsible for unsolicited manuscripts. **PLAY METER** buys **ALL RIGHTS**, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. **POSTMASTER** Send Form 3579 to PLAY METER, P.O. Box 24970, New Orleans, LA 70184.

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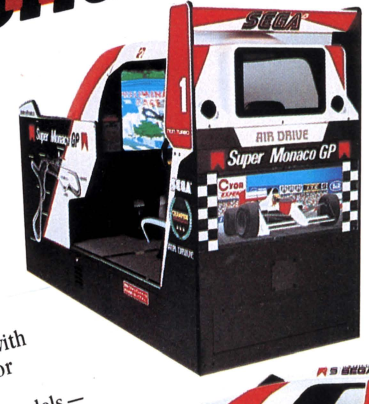
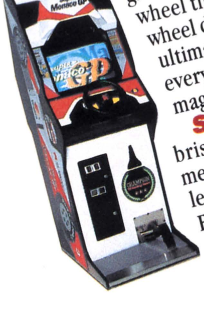
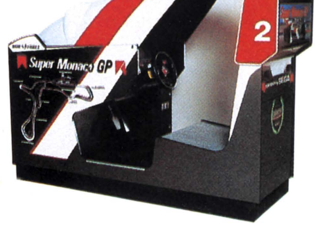

SEGA
1
AIR DRIVE
Super Monaco GP

SEGA
CHAMPION
DOWN FORCE
3
Super Monaco GP
FPOWER




SEGA
2
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# PLAY·METER

VOL. 15, NO. 9 CONTENTS SEPTEMBER, 1989

## FEATURES

### Las Vegas: diamond in the desert

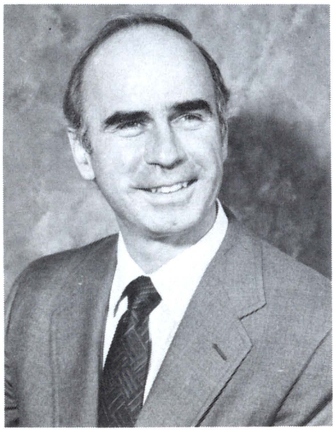
### 34

Known first as an entertainment and gaming mecca, Las Vegas holds many unexpected pleasures. From the natural wonders of the Grand Canyon and Toiyabe National Forest to the man-made wonders of Hoover Dam and Lake Mead, Las Vegas and the surrounding area offers visitors panoramic views and recreational developments catering to both summer and winter activities.

### Conventioneer's guide to Casino gaming

### 54

If you feel less than astute when it comes to the gaming tables of Las Vegas, Bob Snyder has some tips that will bolster your confidence and enhance your enjoyment if you elect to participate. All the correct terms and general game etiquette are covered along with specifics on some of the most popular games.



### Coinman: Clyde Knupp

### 65

Mild-mannered Midwesterner Clyde Knupp, current AMOA president, is decidedly positive about the industry he loves and the achievements made by the association in recent years. He comments on the hot issues of jukebox licensing, cigarette taxation, and dollar coin legislation, plus underscores the importance of being politically active.

## DEPARTMENTS

**NEWS BULLETIN** 3
**EQUIPMENT POLL** 8
**FROM THE EDITOR** 10
**LETTERS** 12
**UP FRONT** 14
**COVER STORY** 16
**NEWS** 20
**EQUIPMENT PREVIEW** 48
**EXHIBITOR LIST** 78
**DISTRIBUTOR MEETINGS** 92, 96, 98
**GUEST COMMENTARY** 101
**COMPANY PROFILES** 104, 120
**FEATURE** 112
**MANAGEMENT** 108
**TOURNAMENTS & LEAGUES** 124
**STATE SHOW** 128
**STATE UPDATE** 130
**MUSIC CHARTS** 132
**TAX TIPS** 134
**FRANK'S CRANKS** 136
**TECHNICAL TOPICS** 143
**MERCHANDISE MARKET** 162
**NEW PRODUCTS** 164
**TRADE ACCESSORIES** 172
**TEN YEARS AGO** 130
**CLASSIFIED** 178
**CALENDAR** 205
**THE LAST WORD** 206

COVER: SNK's Chairman Eikichi Kawasaki and President Paul Jacobs have reason to be bullish on the coin-op industry. Starting with the hit video *Ikari Warriors,* the company has followed with consistently well-conceived and well-received games. The present arsenal of videos includes *Gang Wars, Prehistoric Isle, Super Champion Baseball, Street Smart,* and *Sky Adventure.*

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# EQUIPMENT POLL

Buying the right game is a "make-or-break" proposition for the operator, who must have both monthly and ongoing analyses of game performance. This chart is designed to give the operator information he needs to guide his purchases. The "longevity indicator" will tell him how long the game has remained high on the chart. The number of weeks on the Top 10 is important, as is the total number of weeks on the chart. Future months will include how long the game was in coin-op before being released for the home market. Look to the chart each month for additional polling information.

## VIDEO & PINBALL COMBINED

| GAME | MFG. | POINT VALUE | MONTHS ON CHART | MONTHS IN TOP 10 | LONGEVITY POINTS |
|---|---|---|---|---|---|
| 1. Super Off Road | Leland | 9.05 | 5 | 5 | 245 |
| 2. Golden Axe | Sega | 8.80 | 2 | 2 | 93 |
| 3. Hard Drivin' | Atari | 8.79 | 5 | 5 | 242 |
| 4. Earthshaker | Williams | 8.63 | 5 | 5 | 242 |
| 5. WWF Super Stars | AM. Technos | 8.44 | 2 | 1 | 51 |
| 6. Crime Fighters | Konami | 8.42 | 2 | 2 | 86 |
| 7. Arch Rivals | Bally | 8.17 | 2 | 2 | 91 |
| 8. Turbo OutRun | Sega | 8.08 | 5 | 4 | 208 |
| 9. Cyclone | Williams | 8.07 | 5 | 5 | 206 |
| 10. Oper. Thunderbolt | Taito | 8.06 | 5 | 5 | 216 |
| 11. OutRun | Sega | 7.83 | 5 | 3 | 183 |
| 12. Jokerz! | Williams | 7.56 | 5 | 5 | 206 |
| 13. Ninja Gaiden | Tecmo | 7.51 | 5 | 5 | 163 |
| 14. Taxi | Williams | 7.40 | 5 | 5 | 202 |
| 15. Bottom of the 9th | Konami | 7.38 | 5 | 4 | 177 |
| 16. Mechanized Attack | SNK | 7.33 | 3 | 2 | 77 |
| 17. Final Lap | Atari | 7.32 | 5 | 5 | 190 |
| 18. Cabal | Fabtek | 7.29 | 5 | 5 | 153 |
| 19. Chase H.Q. | Taito | 7.25 | 5 | 4 | 175 |
| 20. AfterBurner | Sega | 7.23 | 4 | 2 | 78 |
| 21. Black Knight 2000 | Williams | 7.21 | 2 | 2 | 70 |
| 22. Operation Wolf | Taito | 7.08 | 4 | 3 | 137 |
| 23. Super Sprint | Atari | 7.07 | 5 | 2 | 114 |
| 24. Strider | Capcom | 7.03 | 1 | 1 | 27 |
| 25. Super Hang On | Sega | 6.98 | 4 | 0 | 76 |
| 26. Superman | Taito | 6.98 | 5 | 5 | 150 |
| 27. NARC | Williams | 6.96 | 3 | 2 | 90 |
| 28. Double Dragon | Taito | 6.90 | 4 | 2 | 122 |
| 29. Shinobi | Sega | 6.87 | 5 | 5 | 112 |
| 30. High Speed | Williams | 6.87 | 5 | 5 | 145 |
| 31. Pinbot | Williams | 6.83 | 5 | 5 | 130 |
| 32. Sly Spy | Data East | 6.83 | 1 | 1 | 19 |
| 33. RoadBlasters | Atari | 6.81 | 4 | 4 | 79 |
| 34. Super Mario 3 | Nintendo | 6.81 | 1 | 1 | 17 |
| 35. Champicnship Sprint | Atari | 6.78 | 1 | 2 | 16 |
| 36. Bad Dudes | Data East | 6.73 | 1 | 2 | 15 |
| 37. Team Quarterback | Leland | 6.69 | 5 | 2 | 145 |
| 38. 720 Degrees | Atari | 6.68 | 4 | 0 | 56 |
| 39. Robo Cop | Data East | 6.63 | 5 | 5 | 101 |
| 40. Capcom Bowling | Capcom | 6.62 | 5 | 4 | 75 |
| 41. Playboy | Data East | 6.58 | 2 | 2 | 53 |
| 42. Ninja Warriors | Romstar | 6.48 | 1 | 2 | 9 |
| 43. Time Machine | Data East | 6.41 | 5 | 5 | 123 |
| 44. Quarterback | Leland | 6.37 | 1 | 0 | 7 |
| 45. Nastar Warrior | Taito | 6.35 | 1 | 1 | 6 |
| 46. Tecmo Bowl | Tecmo | 6.33 | 1 | 0 | 5 |
| 47. Tetris | Atari | 6.31 | 5 | 5 | 86 |
| 48. Double Dragon II | Am. Technos | 6.28 | 1 | 0 | 3 |
| 49. Bubble Bobble | Romstar | 6.23 | 1 | 1 | 2 |
| 50. Swords of Fury | Williams | 6.18 | 1 | 1 | 1 |

# EQUIPMENT POLL

## VIDEO KITS

| Game | MFG. | POINT VALUE |
|---|---|---|
| 1. Golden Axe | Sega | 8.80 |
| 2. Crime Fighters | Konami | 8.42 |
| 3. Arch Rivals | Bally | 8.17 |
| 4. Ninja Gaiden | Tecmo | 7.51 |
| 5. Bottom of the 9th | Konami | 7.38 |
| 6. Cabal | Fabtek | 7.29 |
| 7. Strider | Capcom | 7.03 |
| 8. Superman | Taito | 6.98 |
| 9. Shinobi | Sega | 6.87 |
| 10. Sly Spy | Data East | 6.83 |
| 11. Roadblasters | Atari | 6.81 |
| 12. Super Mario 3 | Nintendo | 6.81 |
| 13. Championship Sprint | Atari | 6.78 |
| 14. Bad Dudes | Data East | 6.73 |
| 15. RoboCop | Data East | 6.63 |
| 16. Capcom Bowling | Capcom | 6.62 |
| 17. Ninja Warriors | Romstar | 6.48 |
| 18. Nastar Warrior | Taito | 6.35 |
| 19. Tetris | Atari | 6.31 |
| 20. Bubble Bobble | Romstar | 6.23 |
| 21. Dynasty Wars | Capcom | 6.17 |
| 22. U.S. Classic | Taito | 6.04 |
| 23. Super Mario 2 | Nintendo | 6.02 |
| 24. Final Blow | Romstar | 6.00 |
| 25. Big Event Golf | Taito | 5.97 |

## VIDEO DEDICATED

| | | |
|---|---|---|
| 1. Super Off Road | Leland | 9.05 |
| 2. Hard Drivin' | Atari | 8.79 |
| 3. WWF Super Stars | Am. Technos | 8.44 |
| 4. Turbo OutRun | Sega | 8.08 |
| 5. Operation Thunderbolt | Taito | 8.06 |
| 6. OutRun | Sega | 7.83 |
| 7. Mechanized Attack | SNK | 7.33 |
| 8. Final Lap | Atari | 7.32 |
| 9. Chase H.Q. | Taito | 7.25 |
| 10. AfterBurner | Sega | 7.23 |

## PINBALLS

| | | |
|---|---|---|
| 1. Earthshaker | Williams | 8.63 |
| 2. Cyclone | Williams | 8.07 |
| 3. Jokerz! | Williams | 7.56 |
| 4. Taxi | Williams | 7.40 |
| 5. Black Knight 2000 | Williams | 7.21 |
| 6. High Speed | Williams | 6.87 |
| 7. Pinbot | Williams | 6.83 |
| 8. Playboy | Data East | 6.58 |
| 9. Time Machine | Data East | 6.41 |
| 10. Swords of Fury | Williams | 6.18 |
| 11. Banzai Run | Williams | 6.18 |
| 12. Bad Girls | Premier | 5.46 |
| 13. Hot Shots | Premier | 5.23 |
| 14. Transporter | Bally | 5.08 |
| 15. Laser War | Data East | 5.00 |

The question has come up as to when a game is a kit and when it is dedicated. If a game is released as dedicated, it stays that way until being released in kit form. A game may earn more as a dedicated game because of the new cabinet. Many conversion games look like old, shabby conversions. In many cases the older pressboard cabinet may never be made to look right. For example, a converted *Pac-Man* cabinet still looks like a *Pac-Man*. In the case of Sega's *Turbo OutRun*, dedicated will greatly outearn an upright kit. The survey is just an indicator to guide the operator.

## FROM THE EDITOR

# How to win and influence players

***"THE MOST FUN YOU'LL EVER HAVE FOR ONLY A QUARTER!" "DON'T MISS THE LATEST GAMES AT THE ARCADE!" "COIN-OPERATED GAMES: DON'T LET YOUR FRIENDS HAVE ALL THE FUN!"***

Have you seen any of these headlines or billboards proclaiming the advantages of playing coin-operated video games?

Of course you haven't. But what's worse, players haven't seen them either. While kids are being besieged by publicity about home games, coin-op hype remains confined within the industry itself. Manufacturers generate excitement for their games among their distributor network. Distributors then spawn that same excitement to their customers, the operators. Nowhere in the scheme of promoting a game does the player enter into the picture.

Where, then, would the player come into the picture? How about generating coin-op game interest in a national advertising campaign? Can you imagine settling down to your favorite prime-time program when a commercial comes on that entices players to play coin-op games? Imagine a family visiting their local family amusement center. The mother and daughter engage in a competitive game of air hockey or foosball. The father and son challenge each other on any of a myriad of games. They walk out laughing together, talking about how much fun they had.

How about ads in magazines showing how much fun it can be to play coin-op games? The headline could read, "Have you tried one lately?" It would be accompanied by a group of teenagers competing on one of the latest games, challenging each other to a game of darts or pool, or seeing who is the best pinballer.

We all want players to play coin-op games, but we aren't doing anything to *make them want to play*. There's no doubt that promotion and advertising work. Haven't you ever tried something after seeing a commercial? Sure, we all have. Advertising only makes consumers aware. Then it's up to the quality to make them come back for more.

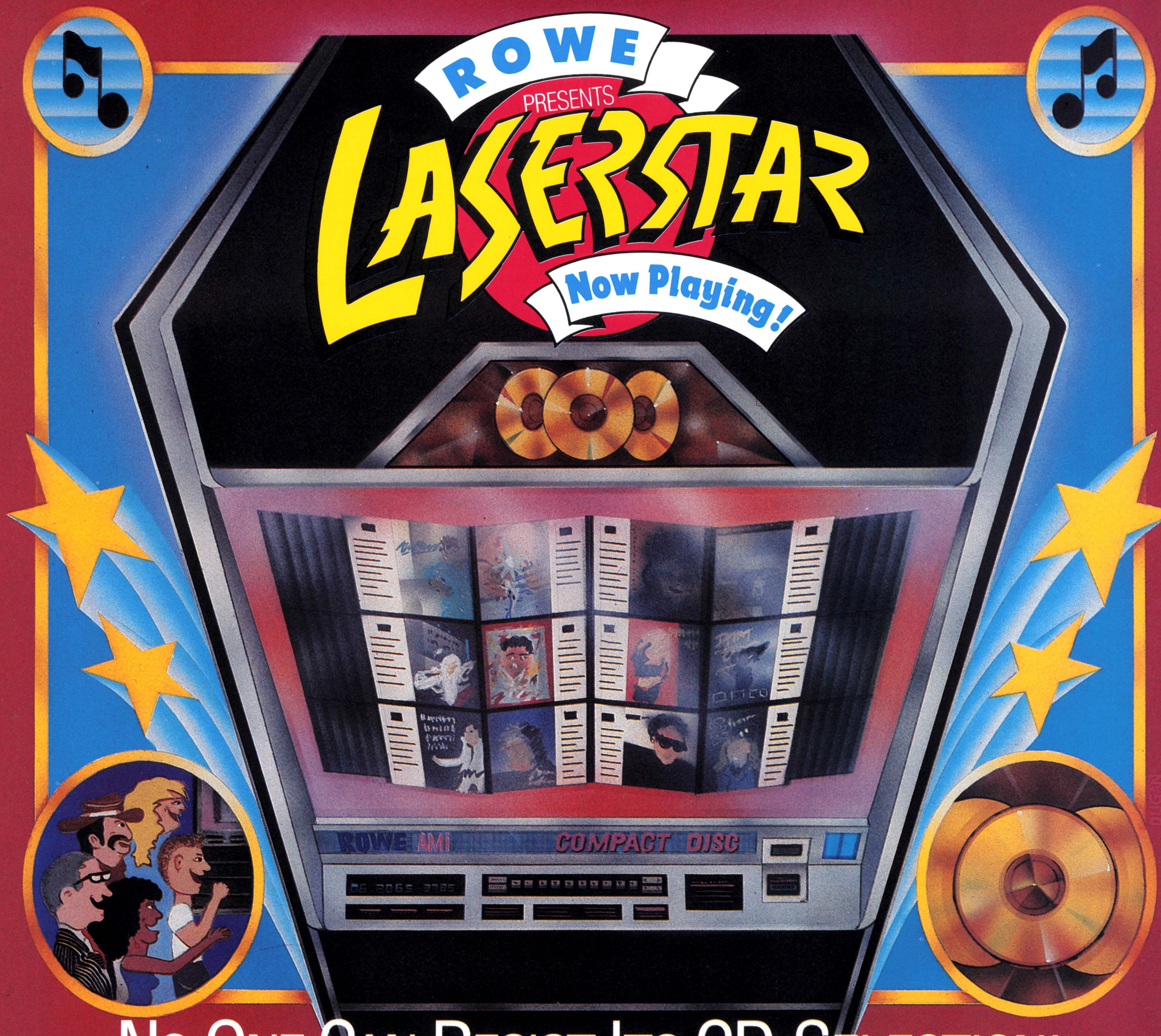
Ironically, in our last issue, Bonnie, Chris, and I all focused our editorials on experiences we had that didn't reflect positively on the industry. Chris, being young and single, frequents places with other young singles. He probably never noticed games before, but he sure does now and expects quality games. Bonnie knows when a crane is a rip-off and gets mad. And I certainly know it's not normal to find a game room full of broken, filthy games. Unfortunately, even publicity and promotion wouldn't have helped any of our situations. We can't entice players to want to play and then not have the games and locations to back it up.

If someone was going to see a commercial and decide to try coin-op games, he wouldn't be back to any of the locations we described. Promoting an industry takes teamwork. Our industry probably requires it more than most, because what each one does dramatically affects others.

There have been so many positive steps taken to show that the coin-op industry is a viable, wholesome industry, but we can't stop now. It's time to take ambitious steps to promote what we have. ☐

Valerie Cognevich

**Valerie Cognevich**
**Editor**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# LETTERS

## Kudos to coin-op industry veterans

As a very old operator, both in age and experience, I don't have to tell you how much I enjoyed the July issue of Play Meter with all of its nostalgic photos of old friends and fellow workers! Some long gone, some alive and kicking. And I am happy to say that among the latter are two of my old working companions at Bally: Bob Breither and Paul Calamari.

Bob and Paul were great engineers in their early careers and later developed into "Super Executives." Paul was, in the opinion of many, among the best pinball salesman that ever existed. In his years with Bally, Paul always knew his product. When he would call me in Springfield, he went over the game thoroughly and was always honest. If the game was good, he told you so. If it was bad, he pleaded, "Help me out Joe, and take a sample." How could you refuse a person like Paul?

I note that my friend and former co-worker at Bally, Bob Breither, has a good job with Seeburg. This makes me wonder why some flipper manufacturer hasn't used the many talents of Paul Calamari and let him sell their games. At least we operators would know more about the game than we know today when one of the less-informed, ill-equipped, and totally- perplexed salesmen call on us to buy a game.

The industry has always taken care of its own but have neglected one of the greatest of them all!

In closing, thanks again for bringing back fond memories.

Joe L. Morgan
Springfield, IL

P.S. I worked at Bally for over 20 years and have been operating in the Springfield area for 17 years.

## Donations important

On behalf of the entire Illinois Coin Machine Operators Association (ICMOA) board and membership, thanks for your donation to the 1989 ICMOA Annual Meeting and Trade Show raffle. The gift certificates were really a neat idea and added a lot of fun to the meeting.

Thanks again.

Ellen K. Donovan
Executive Director
ICMOA

## The last and the best

I enjoyed reading The Last Word in the July issue so very much. It was very erudite and exceptionally well- written.

Louis Boasberg
New Orleans Novelty Co.

## Good coverage

I would like to thank you for the great coverage of the Pop-A-Shot World Championships that took place in May in Dallas. We were all very pleased with the photos and the copy that appeared in the July issue of Play Meter.

Thank you for all of your help in making the public more aware of the Pop-A-Shot tournament. I know you spent a lot of time and energy on this project and it is greatly appreciated.

Carol Bentley
Account Executive
Pop-A-Shot

## Accuracy appreciated

Thank you so much for your letter of June 13, enclosure of the (AMOA Washington Conference) photo, and June issue of Play Meter. The photo came out so well that I am going to frame it.

The article based on my remarks at the Conference was very accurate and a testament to your fine reporting skills.

Robert Latz, P.A.
Attorney at Law
Lobbyist for MOMA

# Here's a kit that proves crime can pay.

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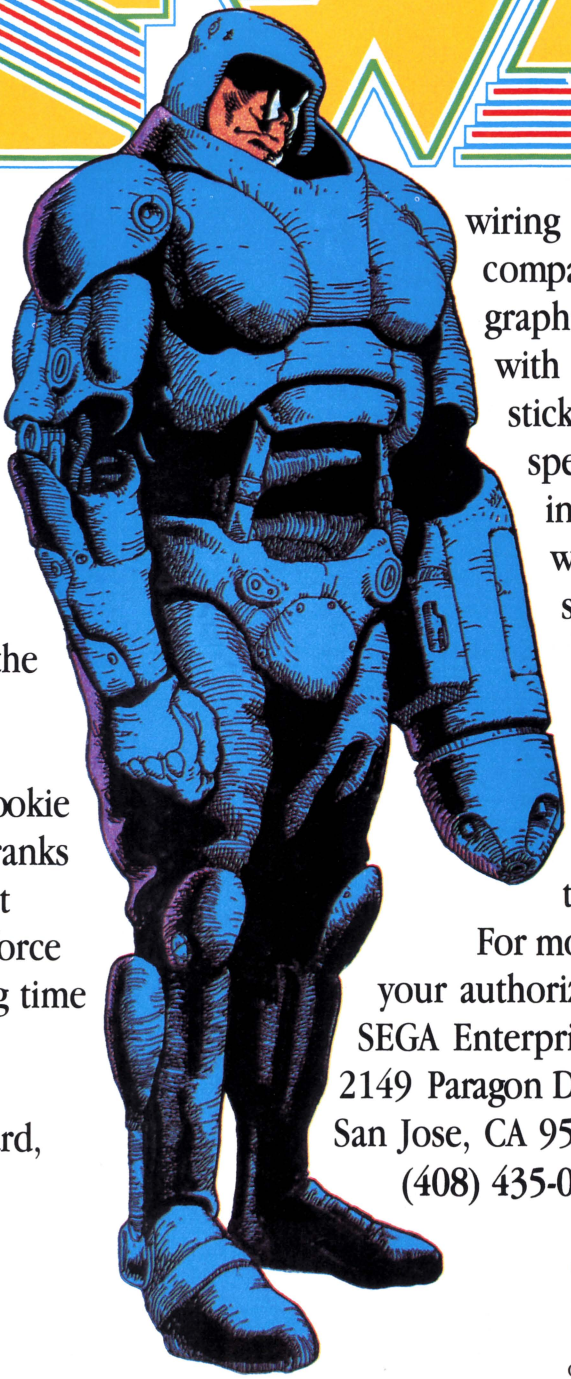

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ESWAT is an intriguing adventure that follows a rookie beat cop up through the ranks until he becomes the most powerful, heavily armed force ever unleashed against big time crime.

The ESWAT kit comes complete with circuit board, wiring harness (JAMMA compatible), full cabinet graphics, twin control sets with motion control joy sticks, fire, jump, and special weapons buttons, in–cabinet control panel with volume control, service switch, and test switch, and high–resolution graphics. The game's three rounds and 15 stages allow player buy–in through the 14th stage.

For more information call your authorized SEGA distributor.

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UP FRONT

# The hazards of shopping

It started out as a simple task. My refrigerator of 17 years was breathing its last. It was time for a new one. Shopping for a replacement proved more complex than expected. First, the prices were out in the stratosphere and I wasn't that crazy about the choices available.

I liked the style and layout of my old refrigerator. The newer ones were bigger and would protrude into the kitchen more than my old one. It became a nightmare task to visit major appliance showrooms and find one model after another unsuitable. If I wanted some of the ''goodies,'' like adjustable shelves in the door, I had to get the giant-size. I didn't even know that refrigerators came in 25 cubic foot sizes.

It struck me along the way that operators must feel exactly the same when they shop for new equipment, especially video games, which have a notoriously short life-span. After getting over the prices, they must find an appropriate spot for some of these high-tech dedicated pieces. Like refrigerators, there seem to be few choices between the extremes of a ''stripped down'' model and a ''super deluxe'' model.

At the end of my refrigerator search I was a beaten woman. I was all shopped out. I agreed to a 22 cubic foot dandy of a refrigerator with adjustable shelves, a separate temperature-controlled meat keeper, icemaker, and a bigger price tag than I was prepared to pay. At least with the refrigerator I figured I would have the next 17 years of service (I hope) before the process starts all over again. Operators, on the other hand, won't get as much use out of their equipment.

That's why kits are in demand in the video arena. The word ''conversion'' has a good ring to an operator's ears because right away he/she feels there's more mileage to be gained from a game's hardware. It's not replaced, just converted over to another game choice for customers. If I could keep the shell of my old refrigerator and just buy new ''guts'' for it, I would. With major appliances, however, by the time the compressor and other parts are replaced and labor costs are added, I might as well get a new one.

Getting rid of the old machine is another headache. On my refrigerator search I found very few stores willing to cart away the old box. All the sales reps wanted me to buy a new one but no one wanted to help me dispose of the old one. Sound familiar?

Where do old refrigerators go when they no longer function? Where do old video games go when their heyday has passed? Who has all the storage space for such large items? Better still, in the coin-op business, who can afford to *not* get the best use out of a piece of equipment? Revenues are shrinking. That's the word on the street. Replacement pieces aren't needed if operators are still waiting for their latest high-priced purchases to pay for themselves.

I may not be able to manage without a refrigerator, but operators can manage without frequently replacing their video games. There are many older pieces on the street and in arcades that still earn. Operators must choose between the slow-but-steady income and the risky business of gambling on a new game.

Do quotes of big revenues on the East Coast or West Coast impress an operator with a business in the depressed economy of the South? Does he have room for another martial arts game? Would he be better served with a novelty piece that won't soon fade in popularity?

Game prices, for both dedicated units and kits, won't be coming down. I'll never be able to buy a 1989 model refrigerator for what I paid in 1972. The price paid for my first home the same year is now the price of a good automobile. What will happen? The level of purchase will drop further. Operators will do with older equipment, for one. They will also turn to more jukeboxes, table games, redemption games, and novelty pieces to entertain their customers. I don't have to buy a newer fancy home. I can paint and refurbish the one I have and spare myself from further debt. I believe many operators are doing the same.

Bonnie Theard

**Bonnie Theard**
**Managing Editor**

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# Young at heart, but experienced where it counts

Most of the SNK team in front of the office.

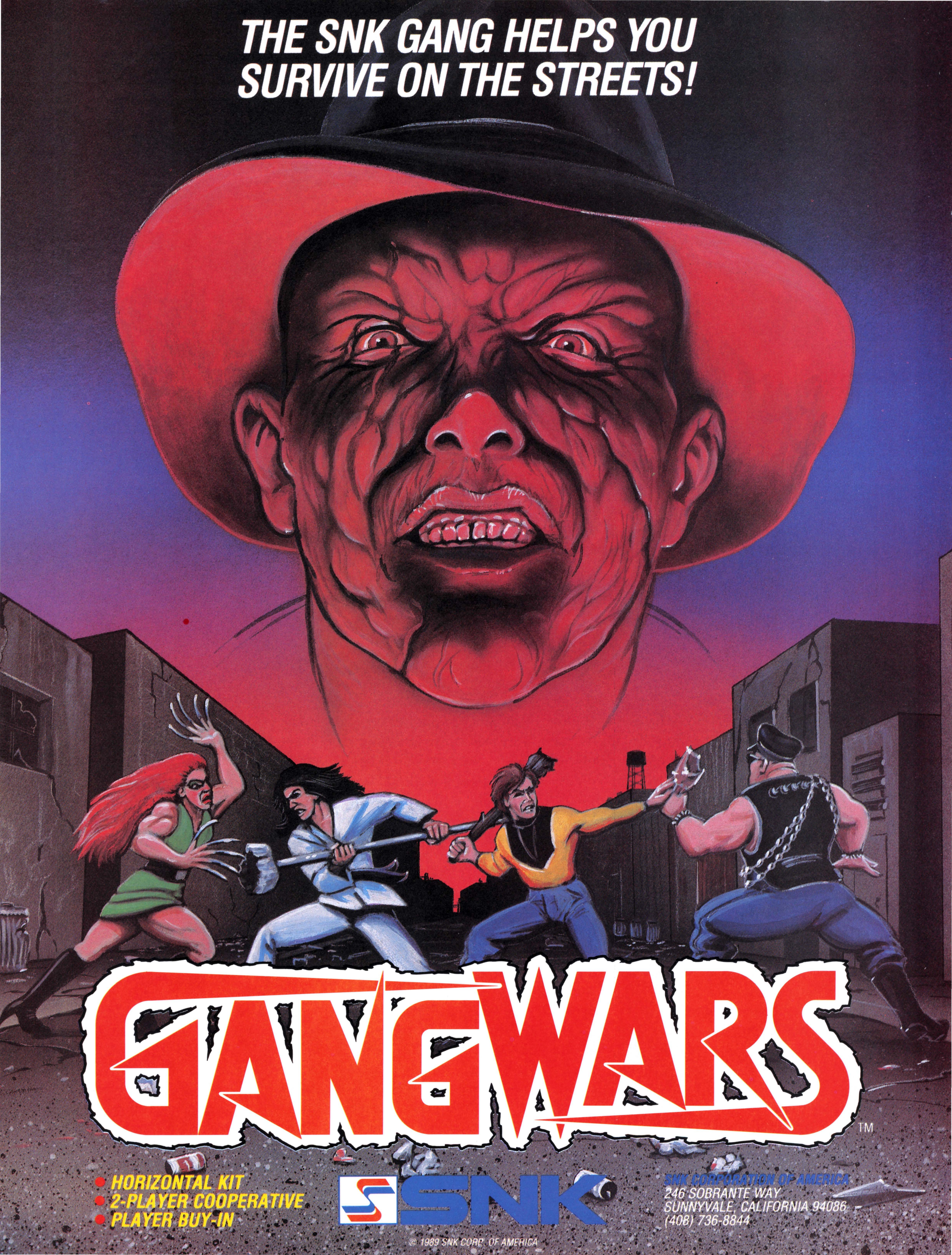
SNK is a young company as far as companies go, but it has managed to fill a void in the coin-op industry and make a solid impact by producing consistently good games. The parent company, SNK Corporation, was started in Osaka, Japan, in 1973. In November 1986, SNK Corp. of America was opened in the United States.

SNK Japan houses its research and development and engineering operations in a six-story building built in 1988 and its sales, marketing, and administration in a three-story structure completed in July of this year.

SNK Japan has 180 employees and SNK of America has 22. SNK firmly believes that R&D is vital for keeping abreast of players' needs and has the manpower to put ideas into reality. The R&D teams in Osaka visit America to experience the American attitudes and lifestyle, which makes them better able to design games compatible with American tastes.

The R&D teams are constantly researching advancements in electronic technology that will provide the industry with state of the art graphics and sound capabilities.

Introduced at Acme '86, *Ikari Warriors* was a major hit for SNK. *Mechanized Attack,* SNK's first entry into the electro-mechanical game market, was in-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Shipping and receiving department, (l-r): Manny Galane, Jun DeGuzman, and Vincent Gabriel, traffic manager.

President Paul Jacobs with gal Friday, Emma Dumlao.

SNK's coin-op staff, (l-r): Susan Jarocki, Paul Jacobs, Neal Zook, and John Barone.

troduced at the recent ACME show. Other major hits for SNK include *Vanguard, Victory Road, Guerrilla War, Touchdown Fever, P.O.W.*, and *Ikari III: The Rescue.* SNK is currently marketing *Gang Wars* and *Super Champion Baseball.*

SNK will be exhibiting at least two new games at the AMOA show. *Street Smart*, an upright dedicated game, challenges the player to become the best street fighter in the country, from California to Miami. In a martial arts theme, the game is a contest from city to city with a trophy awaiting the champion.

*Sky Adventure*, a kit, is a flying game with lots of airplane action. In addition, although it won't be ready for the AMOA show, SNK has announced plans for a sequel to the heavy hitter, *Mechanized Attack*. Although the company doesn't want to release any details, suffice it to say, it should be dynamite with lots of added features.

Besides efforts aimed at the coin-op market, SNK is a major licensee for software for the Nintendo Entertainment System and is a software supplier to the personal computer market.

SNK's philosophy of translating only its very best arcade titles for the home has insured its success with the consumer market. In addition, to protect the coin operator, SNK maintains a strict interval of at least nine to twelve months between the coin-op release and the eventual introduction to the home market.

SNK America's staff is impressive. Eikichi Kawasaki formed SNK Japan 16 years ago and besides being the chairman of the board, he also serves as director of R&D. Before he started SNK, he was a professional boxer, worked in construction, with computers, and was in the restaurant business.

Paul Jacobs, president of SNK of America, is a familiar name in the coin-op industry. Paul began his diverse career back in 1963. He began working part-time at American Coin Machine Corp., a family-owned route. After graduating from college in 1967, he worked as a salesman for his father Harry Jacobs' distributorship, United Inc., and became president after Harry's death.

Paul sold the distributorship and went to work for Wurlitzer until the early '70s, when he opened his own distributorship called Universal Music Distributing. He liquidated his business in 1975 and went to work for Chicago Coin, his first job in manufacturing. His expertise in the manufacturing segment of the industry has taken him from Exidy, Meadows Games, Vectorbeam, Universal, Capcom, and now to SNK.

Paul is the first to admit that his experience from operating to distributing to manufacturing has been helpful. "I think it's hard sometimes for manufacturers to put themselves in someone else's shoes, but I've been there so I can honestly say I know what it's like being an operator or a distributor and can associate with their problems," he said.

John Barone is a seven-year veteran of the coin-op industry. John began his coin-op career at Exidy in 1982, working with Paul. He was with Exidy until 1985, when he joined the staff of Data East as the director of sales and marketing. John came to SNK in 1987 as the vice president of the coin-op division and is responsible for sales and marketing, R&D, and service and engineering.

Susan Jarocki grew up in the coin-op industry. Her father, Stan, was with Bally for many years and now has his own company, Grand Products, with two other Bally alumni, Hank Ross and Dave Marofske. Sue has been with SNK for two years. Previously she was at Data East, working in product development. Her diverse background has enabled her to expand her knowledge in all areas of the coin-op business.

Neal Zook has 10 years experience under his coin-op belt. He is the director of operations at SNK. In addition to his coin-op responsibilities, Neal heads up computer entertainment software development and other special projects. Neal previously worked for Data East, Namco, Exidy, and Vectorbeam (a division of Cinematronics).

Tracy Tate has been with SNK just a year as the western sales manager but already knows that coin-op is where his career will be. He has often heard industry veterans say they wouldn't want to do anything else and says now he can see how attached you can get to the industry! He came to the coin-op industry from the auto industry.

Rachel Davies is the newest member of the SNK sales team. She is the eastern sales manager, working out of the Syracuse, N.Y., area. Rachel has been in the United States coin-op business for 18 months. Prior to that she was based in the United Kingdom. Engaged to an operator, Rachel says she has an all-around understanding of the coin-op market. At the end of the day with SNK, it's out to those service calls with her fiance!

With a top-notch staff and a winning line-up of equipment, SNK is settling in for a secure coin-op future. Although the coin-op industry has been reported to be in the doldrums, you won't find Paul Jacobs ready to jump off any bridges. He said, "I've seen all the peaks and valleys in this industry numerous times before. Like any other business we have our ups and our downs, but I remain bullish on the industry and SNK's role in it. We will continue to reinvest our dollars into new and impressive technology, and with Mr. Kawasaki's vision to guide us, the future is very bright indeed." □

**The service department, (l-r): Tommy Lynn, service manager; Tony Archuletta, service technician; and Neal Zook, director of operations.**

**The accounting department, (l-r): Gina Rondez, Ed Alvarez, Hone Leyden, and Kevin Britton, controller.**

# Operators in NYC hit with huge tax

Despite eleventh hour efforts from the AMOA-NY membership and its lobbyists, Mayor Ed Koch signed a bill on Aug. 2 that raises the Coin Operated Amusement Device (COAD) tax from $25 to $175 per machine per year. The bill had been put on hold while AMOA-NY president Bobby Herman, lawyers, lobbyists, and an impressive gathering of association members presented their arguments against the crippling tax.

"The membership was great; they rose up and made themselves heard," Herman said. "We thought we had made a good case, that this tax was based on unrealistic data. They think our industry is making so much money that it won't hurt us, but the tax presents a real hardship for a lot of operators. It's the final nail in the coffin for some. They listened to the hardship issue, but it was just too late to change their minds."

Since the city is counting on getting $8 million in taxes from the hike, Herman says, they are eager to begin the collection process. He and other operators will be forced to sell off part of their routes, as the tax per machine makes it too great of a burden to hang on to the present level of equipment.

GOLD MEDALIST

AAMA and AMOA members kick off the amusement equipment donation program for over 100 Ronald McDonald houses. (Back row, l-r): Frank Gumma, Don Hesch, Gil Pollock, Clyde Knupp, Eddie Valasquez. (Front row, l-r): Jorge, 9; Raul, 11; Luis Cabreda, 10; and Amanda Coloma, 5.

## Industry donates fun to R. McDonald houses

Manufacturers, distributors, and operators are joining forces to bring fun and games to the more than 100 Ronald McDonald houses in the United States.

The kick-off of the $250,000-plus donation of video games, pinball, and other family-oriented games took place at the Ronald McDonald house near Chicago's Children's Memorial Hospital. Frank Gumma, vice president of American Vending Sales, donated a *Gold Medalist* video game.

The project originated with the American Amusement Machine Association (AAMA) and the Amusement and Music Operators Association (AMOA).

"We want to bring some fun to the families of the children staying at the Ronald McDonald houses," said Gil Pollock, president of AAMA. "These houses provide a welcome environment for these families, and our games are well-known by the kids."

"We are delighted to participate in this worthwhile program," said AMOA president Clyde Knupp. "Our members have already donated games to 20 houses, and we will continue to donate games in the months ahead until all the requests are handled."

Ronald McDonald house is a home-away-from-home for families of children being treated for serious illnesses at nearby hospitals. More than 120 houses are operating in five countries, 103 of them in the United States. Each is owned by a not-for-profit board made up of parents/volunteers, physicians, and local McDonald's owners.

# NAMA testifies at hearings

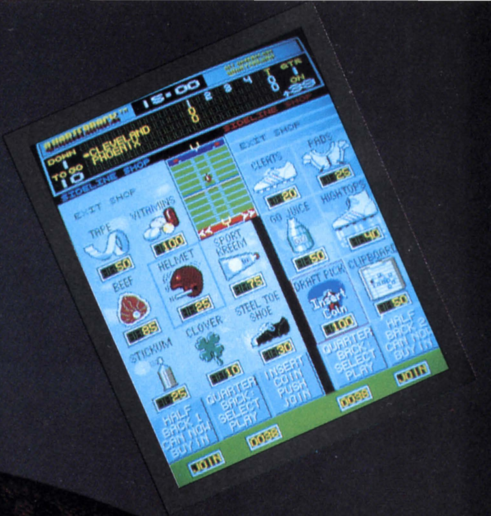
NAMA chief counsel Richard W. Funk gave testimony at a congressional subcommittee hearing in July; it was in connection with a bill introduced that would prohibit the sale of cigarettes or other tobacco products through vending machines.

He said that the vending industry has long recognized its responsibility to prevent minors from purchasing cigarettes through vending machines. Funk outlined six steps that were adopted 27 years ago to help operators stop minors from purchasing cigarettes from vending machines.

He cited statistics showing that cigarette vending machines are not a source of cigarettes to people under 18. Also noted was that eight out of 10 cigarette machines are located where teenagers are not allowed or rarely frequent.

Funk also stressed that vending sales represent only 3.5 percent of the total cigarette market. Cigarettes represent just 3.6 percent of all units of vending products sold annually.

# IT'S TIME TO GET DIRTY

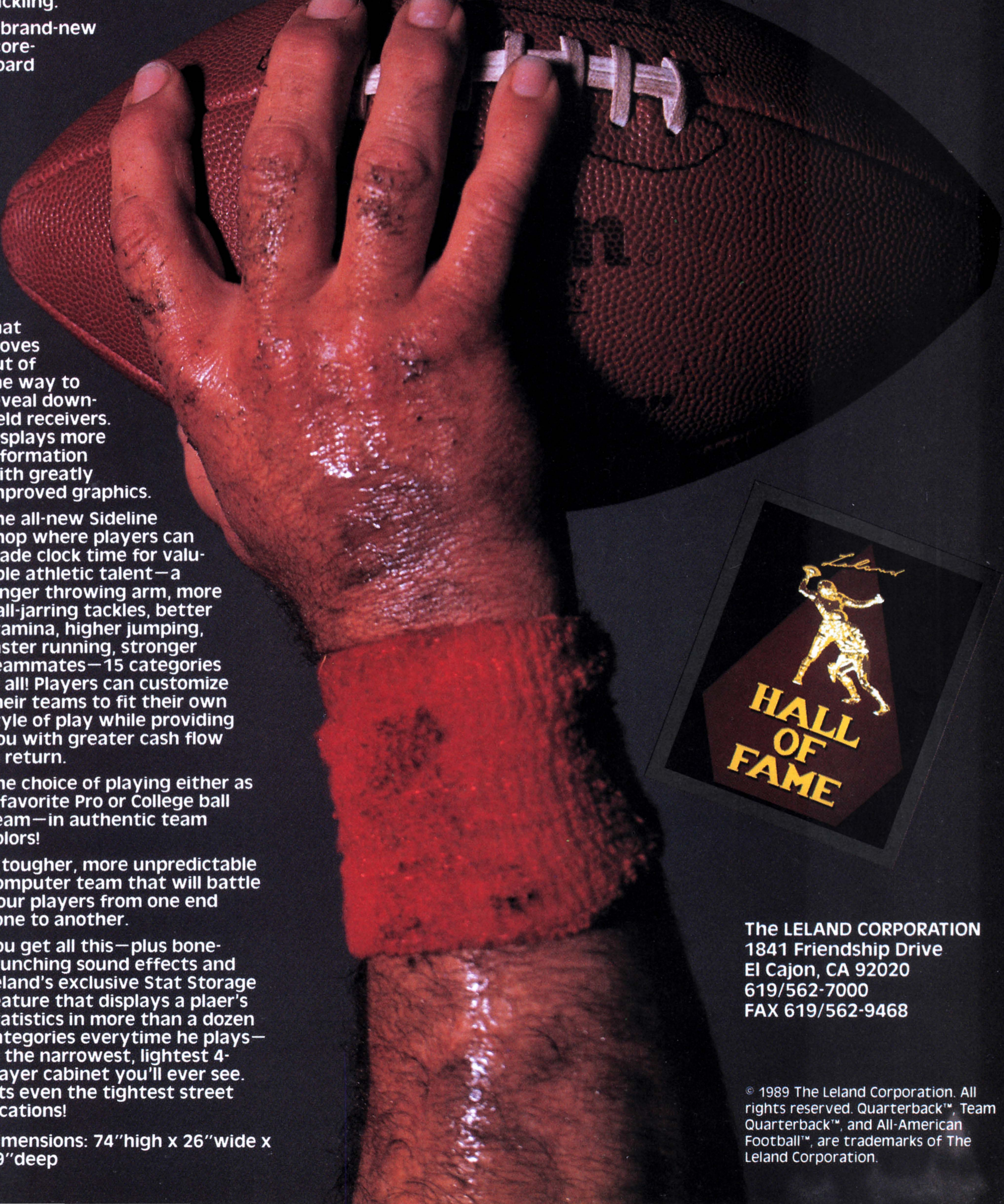

QUARTERBACK™
ALL AMERICAN QUARTERBACK
15:00
1 2 3 4 T
QTR
DOWN 1
TO GO 10
CLEVELAND
PHOENIX
SIDELINE SHOP
EXIT SHOP
TAPE 50
VITAMINS 100
BEEF 85
HELMET 25
SPORT KREEM 75
STICKUM 25
CLOVER 10
STEEL TOE SHOE 30
CLEATS 20
PADS 25
GO JUICE 50
HIGHTOPS 40
DRAFT PICK Insert Coin 100
CLIPBOARD 50
HALF BACK 1 CAN NOW BUY IN
QUARTER BACK SELECT PLAY
INSERT COIN PUSH JOIN
HALF BACK 2 CAN NOW BUY IN
0088
JOIN

Take everything players loved about the original Quarterback and Team Quarterback—the shotguns, the blitzes, the on side kicks, the bombs, the reverses, draw plays and pitches. Then enhance that with some of the very best in football action:

- Unexpected fumbles, fake punts, pileups and more challenging tackling.
- A brand-new scoreboard that moves out of the way to reveal downfield receivers. Displays more information with greatly improved graphics.
- The all-new Sideline Shop where players can trade clock time for valuable athletic talent—a longer throwing arm, more ball-jarring tackles, better stamina, higher jumping, faster running, stronger teammates—15 categories in all! Players can customize their teams to fit their own style of play while providing you with greater cash flow in return.
- The choice of playing either as a favorite Pro or College ball team—in authentic team colors!
- A tougher, more unpredictable computer team that will battle your players from one end zone to another.

You get all this—plus bone-crunching sound effects and Leland's exclusive Stat Storage feature that displays a plaer's statistics in more than a dozen categories everytime he plays—in the narrowest, lightest 4-Player cabinet you'll ever see. Fits even the tightest street locations!

Dimensions: 74″high x 26″wide x 39″deep



**The LELAND CORPORATION**
1841 Friendship Drive
El Cajon, CA 92020
619/562-7000
FAX 619/562-9468

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# Data East broadens its horizons

Data East USA, under the direction of chairman Bob Lloyd, has and is continuing to secure agreements with such recognized entertainment companies as ABC Sports, Playboy Enterprises, Warner Communications, and USA Today in the ever-expanding industry category of interactive entertainment. This $5 billion segment includes arcade games, pinball games, computer software, and home video games.

The company is incorporating entertainment celebrities, themes, characters, and special effects into new games. For example, through the use of digitized stereo chips, the voice of Hugh Hefner himself greets players in the pinball *Playboy 35th Anniversary*.

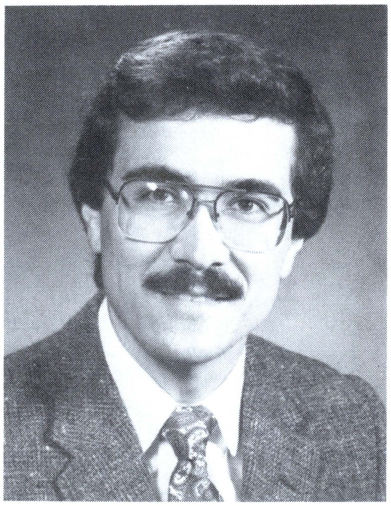
Also, for the fall, Data East is teaming with ABC Sports to deliver *ABC Monday Night Football*. The game, which will be available both as a pin and computer software, features Frank Gifford actually calling the play-by-play. A pending tie-in with USA Today will promote Data East's new sports line-up.

# Miquel joins Valley

Dick Shelton, vice president of manufacturing for Valley, announced the appointment of Edward K. Miquel as the director of engineering for its electronics division. This division produces the Cougar and Royal Dartes games at Valley's Sycamore, Ill., plant.

Miquel holds BS and MS degrees in electronic engineering. He has extensive experience in the industry, working for such companies as the CTS Corp. and Wurlitzer.

"Edward has made major contributions to our division since he joined the company, and I am more than pleased to have him on board and on my team," Shelton said.



Edward Miquel

## Leonard Fromm dies in accident

Wayne Fromm of Video Invasion in Canada lost his father, Leonard, in an automobile accident. Leonard was on his way to Florida on June 19 for a bowling convention when the accident happened.

Wayne credits his father with his rise in the coin-op business. Leonard co-owned a chain of bowling centers and Wayne placed games in the locations. It was Leonard, Wayne says, who suggested he expand his interest in the coin-op industry. Wayne heeded the advice and began a full-time coin-op career in the mid-'70s.

We sincerely offer Wayne and the rest of his family our sympathy and prayers on this tragic loss.

## AMOA and Miller to promote jukeboxes

The Amusement and Music Operators Association and Miller Brewing Co. will conduct a major jukebox promotion involving consumers, jukebox locations, AMOA members, and local Miller distributors.

The promotion involves Miller's High Life brand saluting the 100th anniversary of the jukebox, which is being celebrated this year. Miller will underwrite the effort, which includes a consumer-driven promotion via a local radio station in each target market. Every station will give away a jukebox in a contest called "Spin & Win."

In addition, consumers will have an opportunity to win a jukebox by filling out entry forms at local jukebox locations. AMOA will also give away one jukebox to the member operator who performs the best in each market.

Miller will provide the point-of-purchase promotional materials to participating AMOA member operators. Miller distributors will be provided with promotional materials to display at jukebox locations.

## Snyder speaks at conference

Bob Snyder, a games and gambling expert and president of Bob Snyder and Associates, was a guest speaker at the recent conference of the North American Gambling Regulatory Agencies held in Atlantic City. It was attended by representatives of various gaming and lottery regulatory agencies across the nation and Canada.

Bob spoke on topics and issues within his field of expertise, specifically, the essence of skill and chance.

DYNAMO
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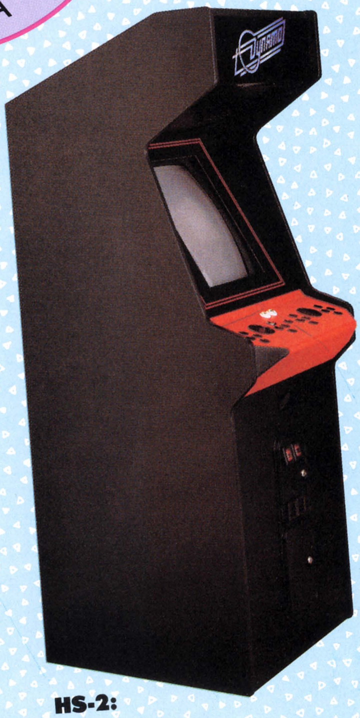
SERIES
DYNAMO

## THE BEST VIDEO HARDWARE SYSTEM JUST GOT BETTER.

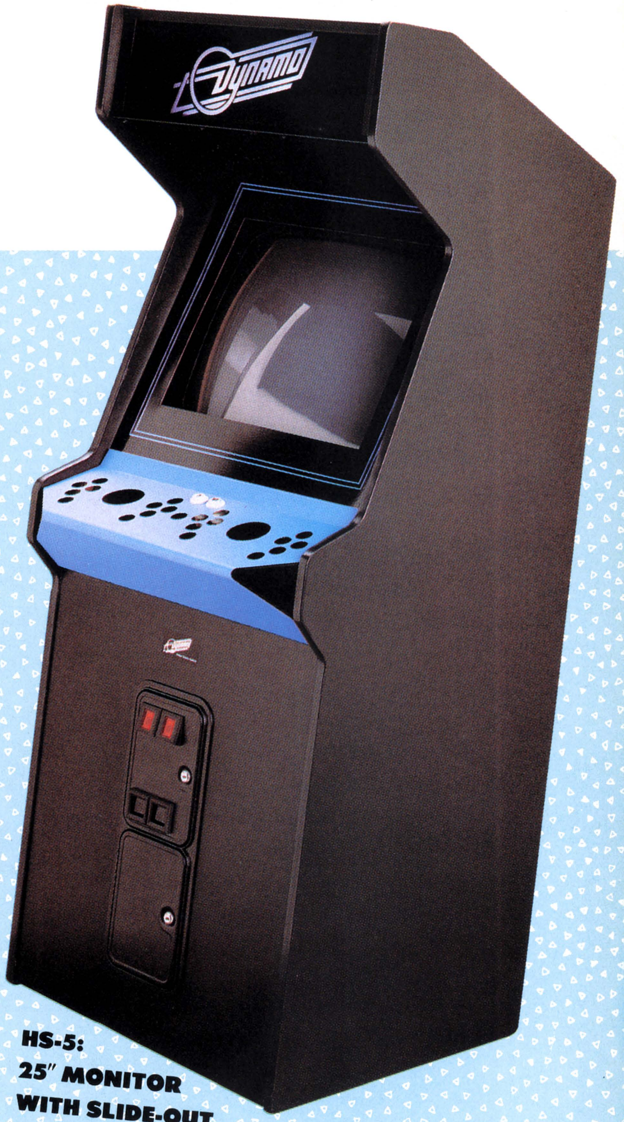
Get Dynamo quality and reliability, plus all the features that put these systems in a class of their own:

- NEW • All plywood front wall and floor for added strength
- NEW • Protective trim eliminates damage to cabinet bottom
- NEW • Monitor controls positioned up front for adjustments*
- NEW • Solid back panel adds strength and eliminates rear access*
- NEW • One piece wrap-around t-moulding and leg levelers keep cabinet looking good
- Slide-out drawer for easy conversion from front of cabinet
- Oversized control panel of heavy gauge steel with pre-punched holes accommodate most game configurations
- High quality Wells-Gardner monitor
- Monitor can be easily positioned either vertically or horizontally
- JAMMA standard wiring harness
- Heavy-duty power supply
- Lighted, quick-change marquee
- Industry standard over/under coin doors
- Top mounted on/off switches for convenience

*Not available on HS-1



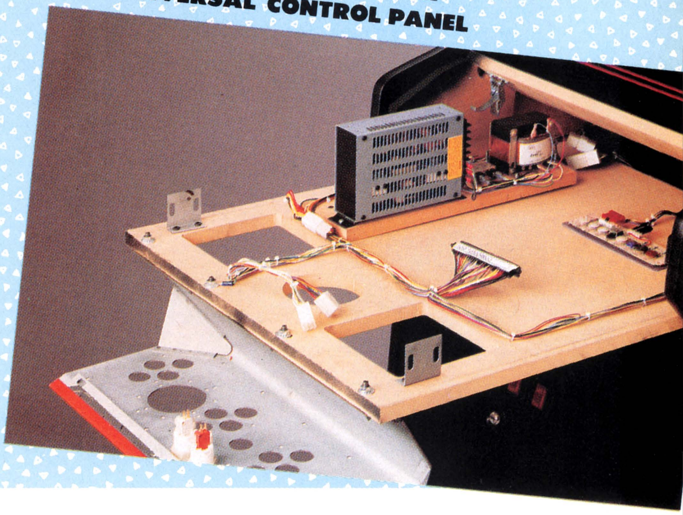
**HS-2: 19" MONITOR WITH SLIDE-OUT DRAWER**



**HS-5: 25" MONITOR WITH SLIDE-OUT DRAWER**

**HS-1: (NOT SHOWN) Same as above, without drawer**

**EXCLUSIVE SLIDE-OUT DRAWER AND UNIVERSAL CONTROL PANEL**



It's hard to improve on the best selling video hardware system, but that's just what we've done! **Introducing the Benchmark series by Dynamo—destined to remain the industry standard.**

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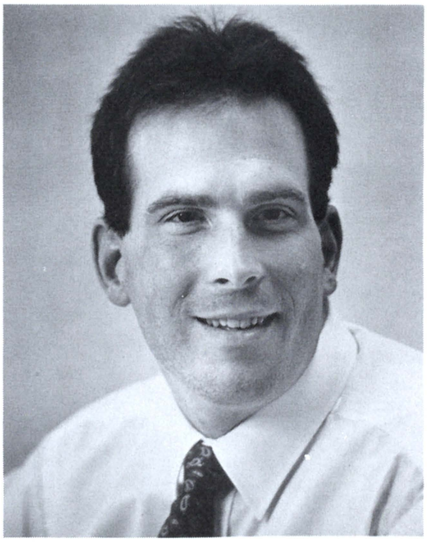
# Data East hires Thorley

Data East USA has hired Dennis (Denny) Thorley to join its team of marketing and product development specialists. Thorley was named producer and will oversee the company's product development, design, and production efforts, work with third party software developers, and secure additional product and licensing opportunities with outside companies.

''Denny has a solid background and knows exactly what it takes to bring a top-selling game product to market,'' said Mark Beaumont, vice president of product marketing and development.

Prior to joining Data East, Thorley was vice president and general manager of FACS Programming Services Inc., a Michigan-based software development firm. While there he implemented product marketing and development plans for consumer game titles for the IBM, Apple, and Commodore personal computers.



Denny Thorley

Perfect attendance for six months.

## Premier rewards dedicated employees

Premier Technology, the manufacturer of the Gottlieb pinball machine, credits its success and high quality equipment to the ability and consistency of its employees. President Gil Pollock said, ''We are very pleased to acknowledge the devotion and dedication of our employees. One way we are able to demonstrate our appreciation is through perfect attendance awards.''

Premier employees who had perfect attendance records for six, nine, and twelve months were given hats, Polo shirts, jackets, and savings bonds.

## Buccaneer files bankruptcy

Buccaneer Distributing, Inc. in Clearwater, Fla., has filed Chapter 7 bankruptcy. The company began as an operating company before venturing into distributing several years ago. A court-appointed trustee will handle the details of distributing assets to creditors.

## Valley receives dart target patent

On June 6, the U.S. Patent and Trademark office issued a patent to Valley Recreation Products Inc., covering its exclusive T-60/30 thin-ribbed spider dart machine target.

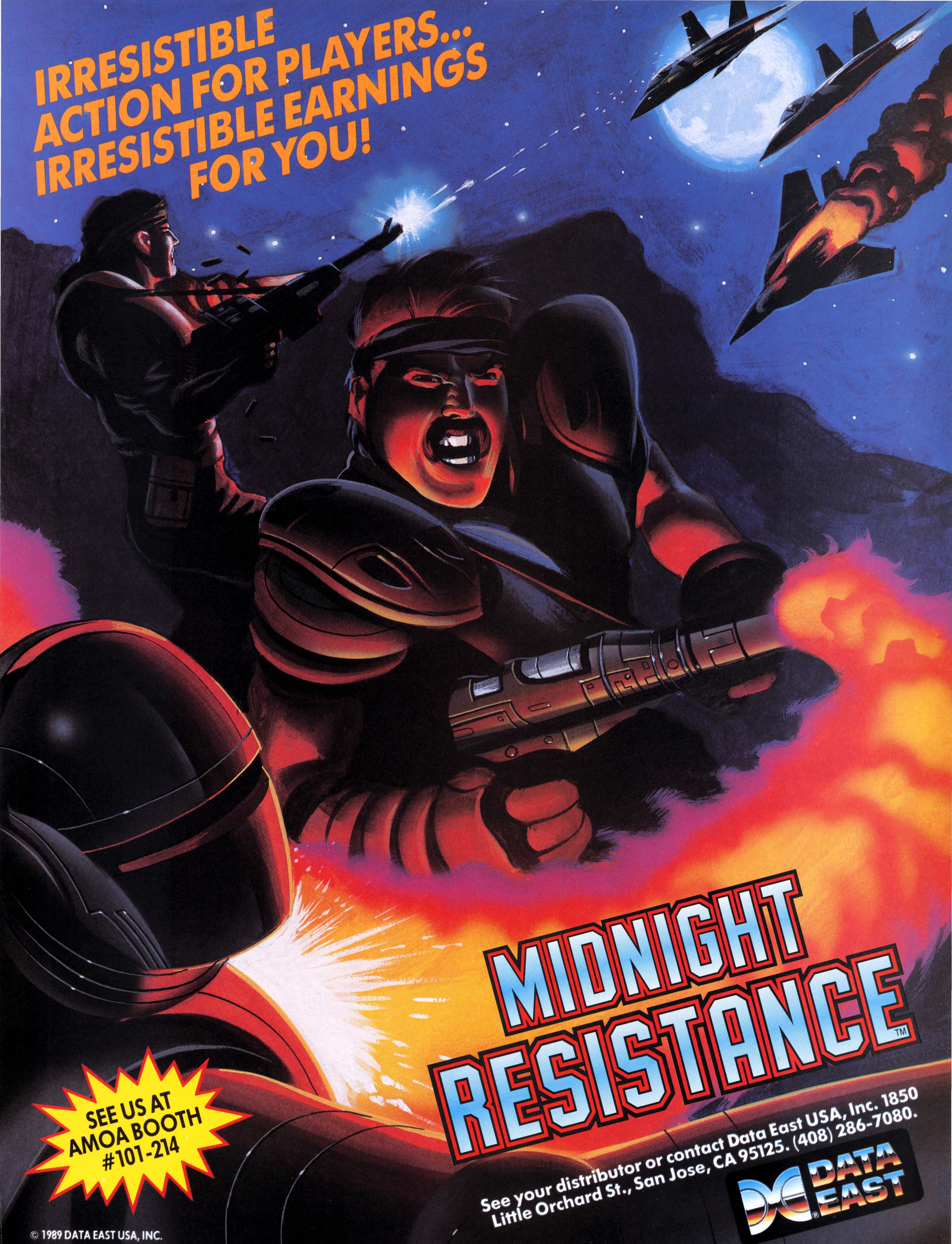
Corresponding foreign patent applications have been filed in many countries, including Canada, Australia, Great Britain, Japan, West Germany, Austria, France, and Italy.

The T-60/30 thin-ribbed spider target is a standard feature on Valley's electronic dart games. T-60/30 target replacement kits are also available through Valley distributors. For more information contact Valley at (517) 892-4536 or (800) 248-2837.

## Knoflick promoted

Gary Knoflick has been promoted to supervisor of research and development for Perceptive Resources Inc., a manufacturer of arcade games of skill. Knoflick has assisted in the development of 25 products as a model maker/designer in the toy industry, where he worked with a variety of materials. His designs have been manufactured by major toy companies like Mattel, Hasbro, and Parker Brothers. He has also designed six different arcade units currently in use.

Knoflick joined Perceptive Resources in September 1988 as production supervisor. His new responsibilities include prototype fabrication, data recording, and applying new technologies. He can be reached at (813) 379-9100.


IRRESISTIBLE
ACTION FOR PLAYERS...
IRRESISTIBLE EARNINGS
FOR YOU!
MIDNIGHT
RESISTANCE™
SEE US AT
AMOA BOOTH
#101-214
DATA EAST

See your distributor or contact Data East USA, Inc. 1850 Little Orchard St., San Jose, CA 95125. (408) 286-7080.

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## Adachi heads new division

Mike Yamamoto, president of American Sammy Corp., announced the formation of a new coin-operated division. Ko Adachi was named vice president and Dave Peckels national sales manager.

Coinciding with this announcement is the release of its first video game, *Omega Fighter*, a vertical, two-player, interactive space adventure. Players must eliminate an evil spacecraft bent on destroying the Earth.

For more information, call (213) 320-7167.

## Atari's '90 meeting set for Hawaii

Atari Games will stage its 1990 distributor meeting on May 6-10 in Hawaii. The site will be the Four Seasons Wailea on the island of Maui, a brand-new resort hotel opening in January. Look for more details as the meeting draws nearer.

## Lookin' good

Carson City Manufacturing will be showing the new production models of two jukeboxes at the AMOA show: *Country Classic*, an all-around pickup truck, and the *Star Cruiser* classic cruiser. The company showed the two unique variations of the jukebox in prototype form at ACME '89. It also has the original *Songbird*, a jukebox housed in the tail section of a pink '57 Thunderbird.

Carson City listened to reactions to the two new models and found it was stronger than expected. They will both be available through participating NSM distributors in September.

Additionally, *Songbird* will now be available with the new NSM CD system. "These NSM systems are the best-sounding, most reliable systems in the industry," said Carson City's Paul Harmon.

**John Poulos of Galaxy Game Centers in Palatine, Ill., and Rick Rothner of Bell Vending in Chicago ponder questions posed during a recent meeting of the Chicago Metropolitan Music and Amusement Association. Steve Blattspieler of Midway Manufacturing was the main speaker at the meeting, which featured open debate on the best strategies for increasing revenue in locations.**

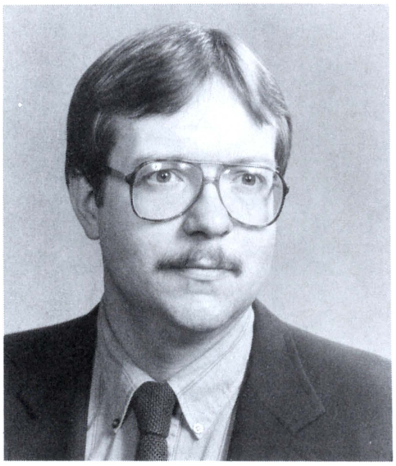
## Sugerman joins new consulting firm

Myron Sugerman has joined the newly formed international consulting firm of Jukes, Pins, and Amusements Ltd. as vice president and general manager.

Sugerman is a multilingual marketing specialist with more than 30 years of international experience, encompassing video circuitry boards, video games, coin-op games, and gaming equipment. He was also a game machine operator in Africa. Sugerman offers import-export experience and can draw upon a broad network of contacts in Japanese and other overseas markets.

The address is P.O. Box 143, Hillside, N.J. 07205; the phone number is (201) 926-3681.

# Allen promoted



**Bruce Allen**

Bruce Allen has been promoted to the position of manufacturing operations manager at Valley. Allen has been with the company for eight years. In his new position he will be responsible for all special projects involving purchasing, manufacturing processes, factory remodeling, the development of new products, and an involvement in new equipment purchases.

"Bruce brings with him years of experience in our industry. His involvement in the modeling and engineering department over the past years gives him a hands-on experience that will greatly assist him in his new position," said Dick Shelton, vice president of manufacturing.

PUB TIME™
DARTS

# Dart Mania™

Dart Mania

Dart Mania

BE A PART OF IT!™

NEW FROM
**MERIT**

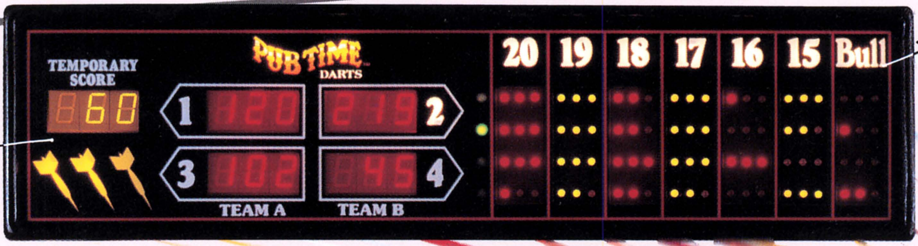
# "II PLUS 2"

PUB TIME
II PLUS 2™

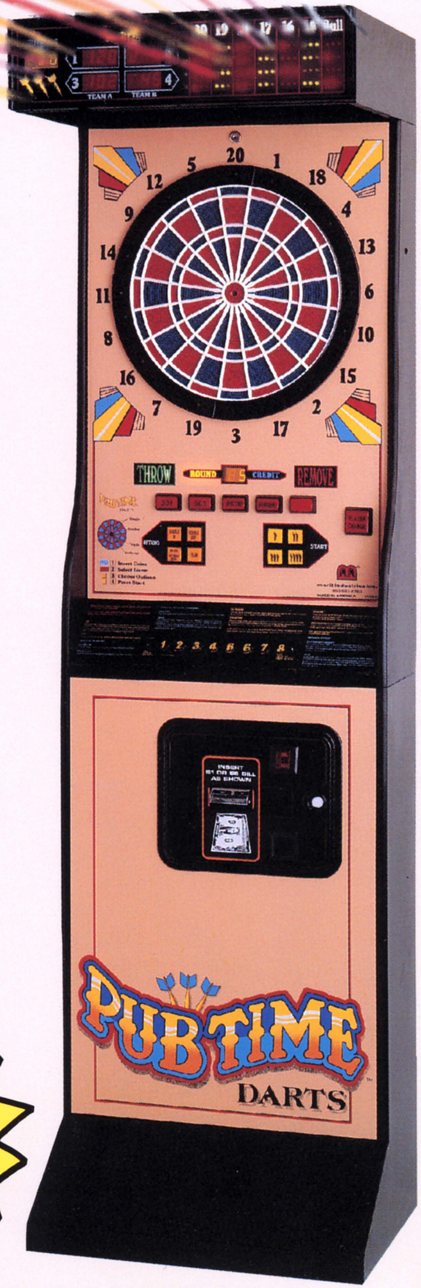
## — FOUR ON TOP —
## ONE SUPERB MACHINE

easy-to-read
multi-color display

simple 1-2-3
"darts remaining"


TEMPORARY SCORE
60
PUB TIME DARTS
1
120
219
2
3
102
45
4
TEAM A
TEAM B
20
19
18
17
16
15
Bull

alternating colors-
quickest comparison
of all players'
cricket marks


PUB TIME
DARTS
THROW
ROUND
CREDIT
REMOVE
START

***PUBTIME II PLUS 2 –The ONLY overhead system with "IN-LINE" cricket. It's clear, it's simple, it's easy-to-read-it's the one preferred ABOVE ALL!***

***PLUS...***

- 25 GAMES & VARIATIONS, including
  - 4-PLAYER CRICKET–three ways: STANDARD / CUT–THROAT / TEAM
  - 301 & 501 with ALL the options OPEN / DOUBLE–IN / DOUBLE–OUT / MASTERS
  - TEAM PLAY with "FREEZE–OUT" rules
  - FUTURE EXPANSION CAPABILITY
- AUTOMATIC PLAYER CHANGE & MISSED DART SENSOR
- UNIQUE CREDIT RETENTION SYSTEM with READOUT
  - Bill Acceptor Ready
  - Memory Back–Up
  - Totally Static–Proof
- STAT–PAK™, MERIT'S ORIGINAL PLAYER STATISTICS SOFTWARE
- CONVENIENT LEAGUE ENVELOPE "SIDE–SLOT"™
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***II PLUS 2 - THE MACHINE FOR THE 90'S***

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## Tengen sales surpass expectations

Tengen Inc., a wholly-owned subsidiary of Atari Games, has exceeded its projected goal of $35 million in sales. The company was the first independent manufacturer to bring out Nintendo-compatible game cartridges. It has since filed suit against Nintendo, alleging that Nintendo has monopolized the home video game market through the use of its lock-out chip.

Tengen was one of 36 software companies that entered into a licensing agreement with Nintendo. Nintendo recently won an injunction against Tengen, stopping them from marketing *Tetris*, a Russian-developed game introduced by Atari in coin-op version last year.

## Antique coin machine show

If you are interested in antique coin machines, then the Loose Change Fun Fair is just the thing for you. It's a meeting place for sellers, buyers, collectors, and enthusiasts of varied antiques and collectibles. In addition to machines, visitors can see mechanical antiques, antique gambling equipment, old advertising, and related items.

The Loose Change Fun Fair will be held Sept. 30 through Oct. 1 in Pasadena, Calif., at the Pasadena Exhibit Center. It is sponsored by Mead Publishing Co., the publisher of Loose Change magazine, which covers the collection of coin-operated machines, related collectibles, and gambling.

Call (702) 387-8750 for more information.

## C.A. Robinson plans open houses

Following the AMOA show, C.A. Robinson will host open houses at its two offices. The Los Angeles open house will be held on Sept. 20, followed by the San Francisco branch on Sept. 22. C.A. Robinson's customers are invited to come and take either a first or a better look at all of the new equipment, enjoy a buffet lunch, and talk with manufacturers and fellow operators.

For more information, call the Los Angeles office at (213) 735-3001 or the San Francisco office at (415) 871-4280.

## Rowe hires Murck

Rowe International, manufacturer of jukeboxes, bill acceptors, changers, and vending machines, has named Sanford C. Murck to the position of vice president of currency products.

Murck, who has 18 years of industry experience, will direct Rowe's development and marketing of currency changers and bill acceptors. The emphasis will be on meeting the operator's changing needs.

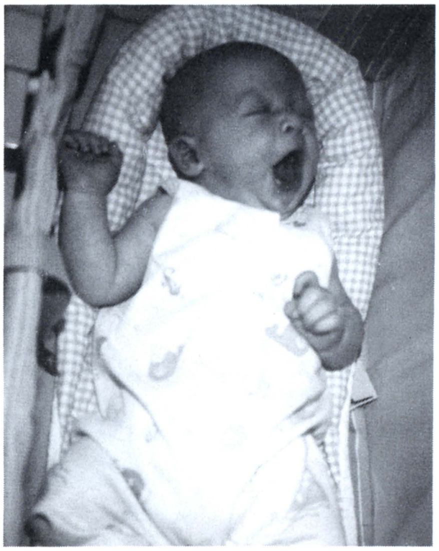
## Can you tell these two tykes apart?

One of these baby pictures is that of a well-known distributor on the East Coast. The other is a picture of a future coin-op player. The resemblance is so close that you know they must be related.

On the left is a baby picture of Steve Koenigsberg, president of State Sales and Service Corp. in Baltimore. On the right is his grandson, Justin Buckner, who was born weighing seven pounds, five ounces. As you can see, Justin has as much hair as grandpa (then and even today!).

Steve is ready to introduce young Justin to the fun of amusement games — if he can just get that video flight simulator through the doorway of the nursery! Congratulations to Steve, his daughter and son-in-law.

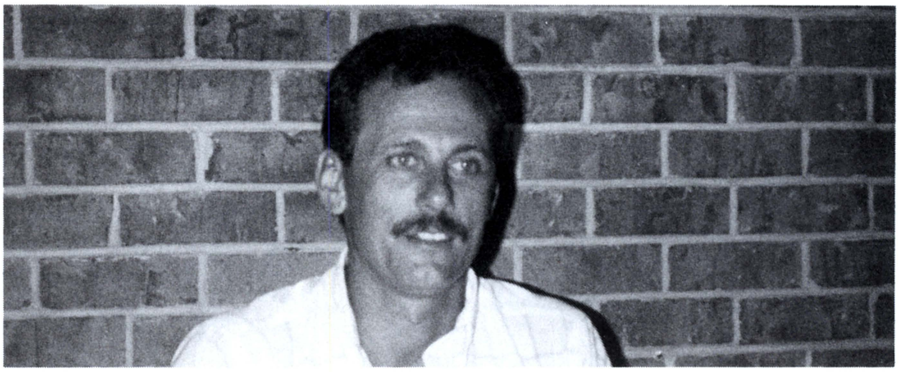
Steve Koenigsberg as an infant.



Justin Buckner, just five weeks old.

# Congratulations to the Goudeaus

Gary Domino and the staff of Domino Amusements congratulates David and Connie Goudeau of Southland Distributors on the birth of their son Benjamin Ross Goudeau, born July 3. Benjamin rounds out their family, which now includes two girls and two boys. Gary said that David, who is a past president of the Louisiana operators association, has been instrumental in having negative legislation voted down in the state.



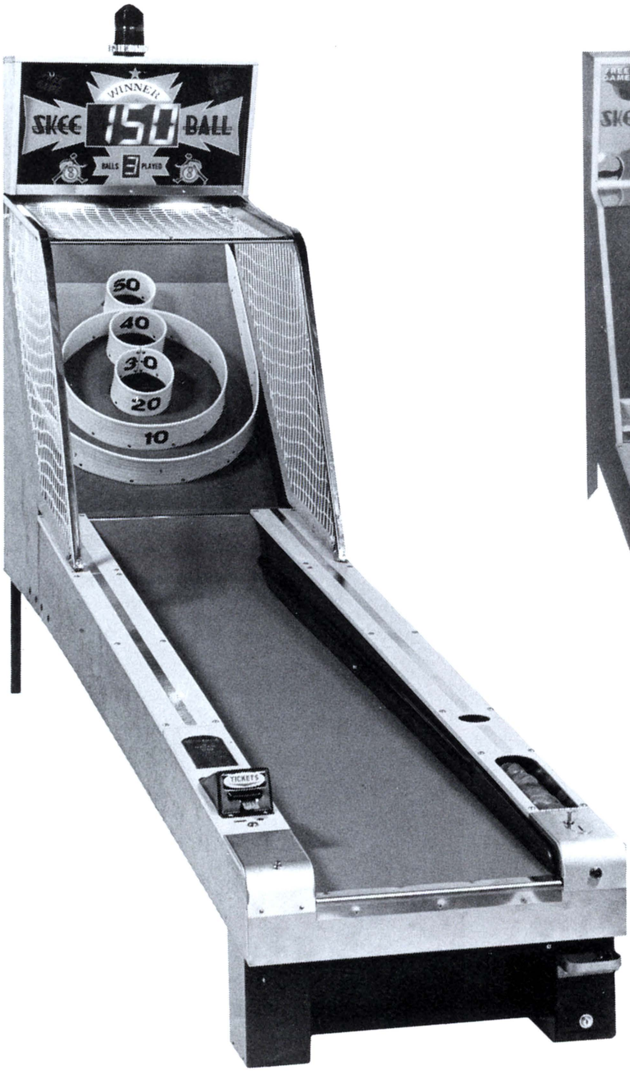
David Goudeau

## Excuse the error

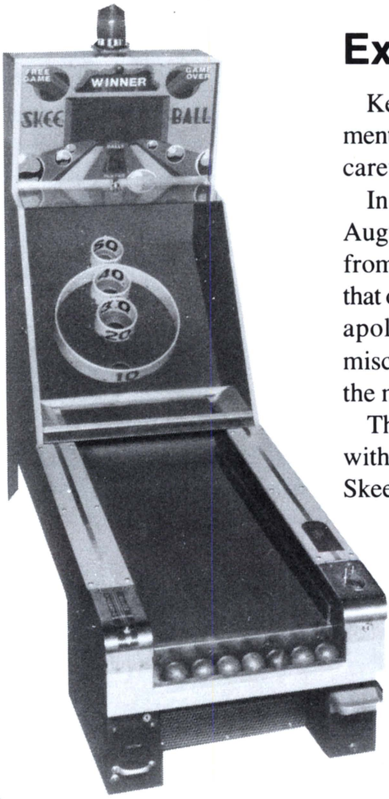
Keeping track of 279 pieces of equipment and their photos is a difficult task. As careful as we are, mistakes do occur.

In the Fall Buyer's Guide Section of our August issue, the photo of *Mini Skee-Ball* from Skee-Ball Inc. was transposed with that of *High Ball* from The Norton Co. We apologize to both companies for any misconceptions this may have caused in the minds of our readers.

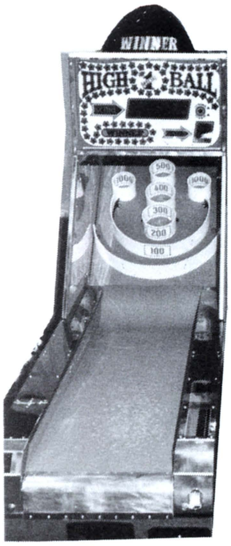
The correct listings appear below, along with the most current picture of the larger Skee-Ball units. ☐


WINNER
SKEE
150
BALL
BALLS
3
PLAYED
50
40
30
20
10
TICKETS

*Skee-Ball* (10 and 13 ft.)


FREE GAME
WINNER
GAME OVER
SKEE
BALL
50
40
30
20
10

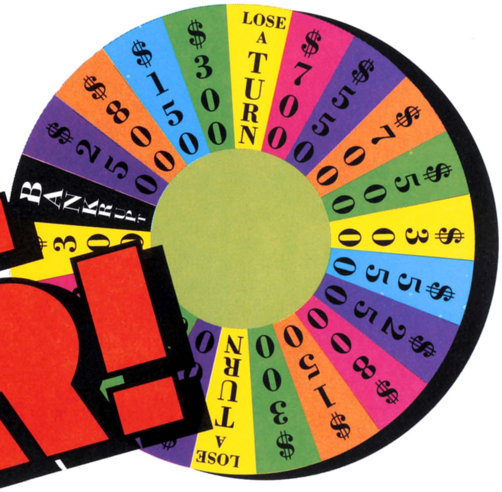
*Mini Skee-Ball* from Skee-Ball Inc.


WINNER
HIGH BALL
500
400
300
200
100
1000
1000

*High Ball* from The Norton Co.

# DON'T BE JUST A WHEEL WATCHER... BE A

# WHEEL WINNER!


LOSE A TURN
$300
$1500
BANKRUPT
LOSE A TURN

## UPRIGHT! COUNTERTOP! COCKTAIL TABLE!

GameTek gives you three ways to cash in on the immense profit potential of

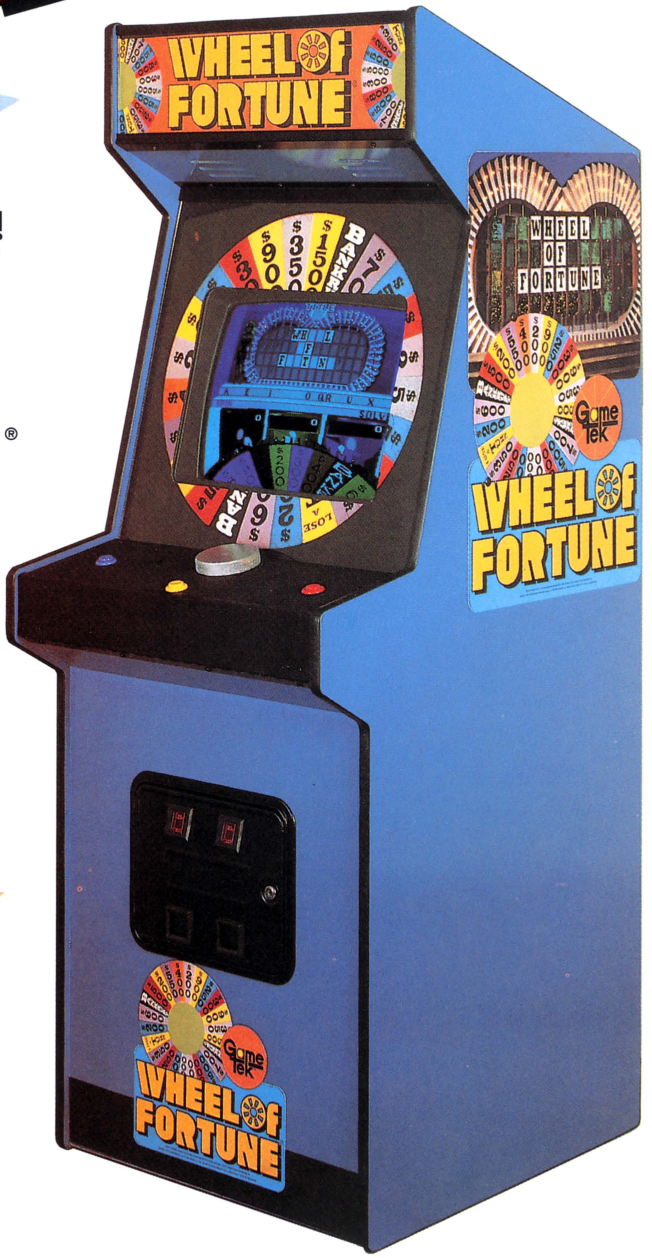
**WHEEL OF FORTUNE!®**

- The official coin-op version
- Plays just like the #1 TV game show
- 40,000,000 weekly Wheel Watchers

## CONVERSION KITS AVAILABLE!

- Three attractive, dynamic units
- Repeated play, higher earnings
- Easy, trouble-free installation

GameTek™


WHEEL OF FORTUNE
WHEEL OF FORTUNE
Game Tek
WHEEL OF FORTUNE
Game Tek
WHEEL OF FORTUNE

## SEE THE MONEY MACHINES FROM GAMETEK!

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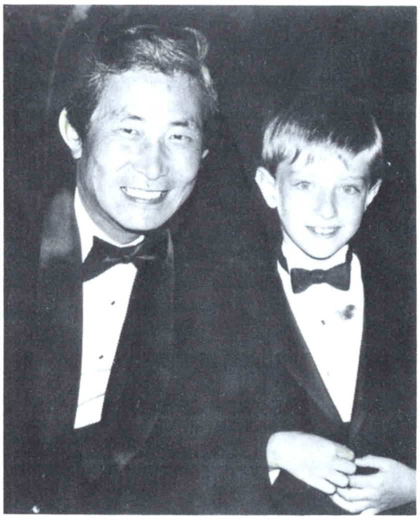
# Left out, but not forgotten

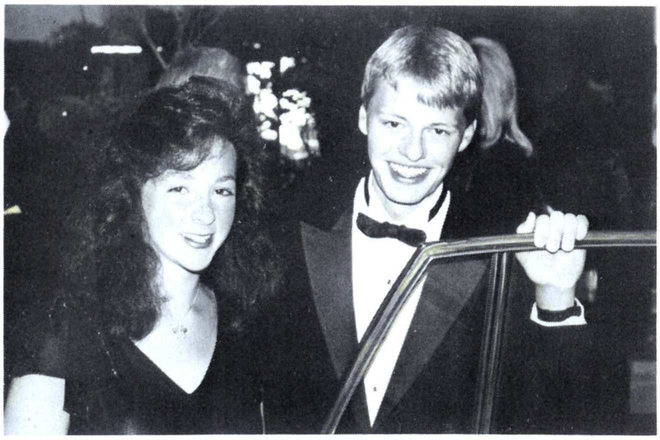
Jerry Monday

We owe Jerry Monday a huge apology and maybe even dinner for leaving his photograph out of the cover story done on Nintendo in July. Jerry has been at Nintendo several months, is one of our favorite industry people, and we have no excuse for leaving him out.

Besides this photo of Jerry, we have a few more photos of the Nintendo distributor meeting that are just too good to simply file away. □



Mr. Arakawa and Chuck Arnold's grandson, Jesse.



Howard Lincoln's son Brad helping Dave Gilfor's daughter, Meredith into a Rolls Royce.

Marc and Caron Haim with their children, Jason (winner of tennis tournament) and Jillian.

Irv and Edwina Spinak of Mondial.

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# Las Vegas: diamond in the desert

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Glitter is the best word to use in describing Las Vegas, an entertainment and gaming mecca that sprang up in the desert of the far West in the '30s and grew to epic proportions. Las Vegas is famous for "The Strip," the long thoroughfare of Las Vegas Blvd. that's flanked on each side by massive hotels and casinos, restaurants, and shops. There's also downtown Las Vegas with equally fancy hotels, though not as many, and the flavor of the past seen in vintage gaming machines.

Las Vegas is the site of the upcoming AMOA Expo at the Hilton Hotel and Convention Center on Sept. 11-13. The Hilton Hotel offers 3,174 rooms, swimming pool, putting green, five lighted tennis courts, playground, jogging track, steam room, health club, nine restaurants, and a coffeeshop. AMOA Expo attendees are sure to find all of their needs met within a few steps of the convention hall.

All the show exhibits will be on one level this year, making it easier to schedule stops and keep track of what exhibits have already been visited.

A building boom has taken place in Las Vegas in the last few years, evidenced by the expanded and modernized airport and the addition of many new hotels and motels. Several established hotels along The Strip have undertaken major renovations and additions to their gaming and entertainment complexes. Each hotel and casino is like a city unto itself.

Las Vegas is a busy, all-year resort that's one of the West's best-known fun spots. The city's population of 164,700 swells to much larger proportions daily with visitors seeking out the casinos, nightlife, and recreational opportunities. Historic Hoover Dam and the Lake Mead National Recreational Area with Mt. Charleston assure both summer and winter excursions. The weather is steadily *mild* in Las Vegas and the humidity level is low.

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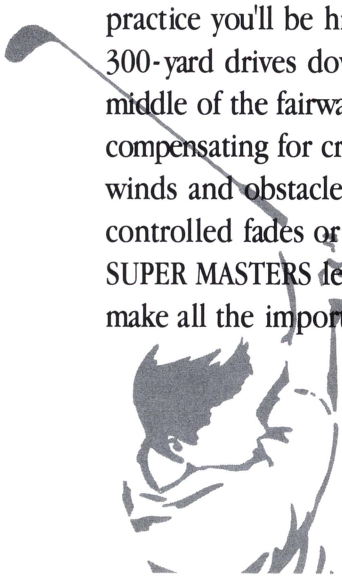

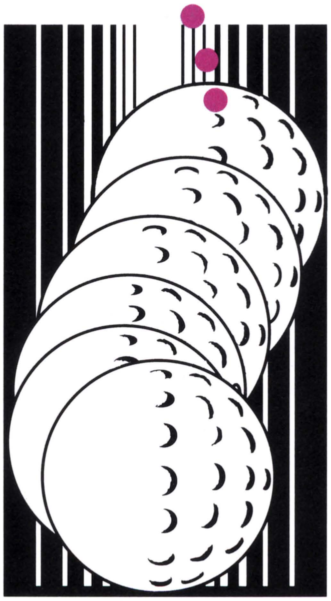

Each hole is unique with challenging hazards and multi-level greens. Pin placement changes each time a hole is replayed. Players can move to the next hole by breaking par or buying-in. SUPER MASTERS is available in an upright cabinet with a medium resolution monitor, and includes controls for single or double play.

For more information call your authorized SEGA distributor. SEGA Enterprises, Inc., (USA), 2149 Paragon Drive, P.O. Box 610550, San Jose, CA 95161-0550. (408) 435-0201.

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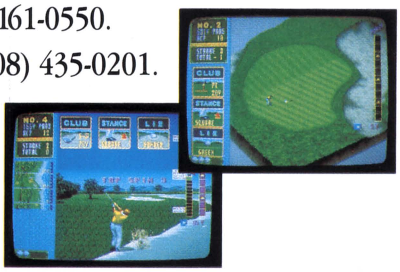

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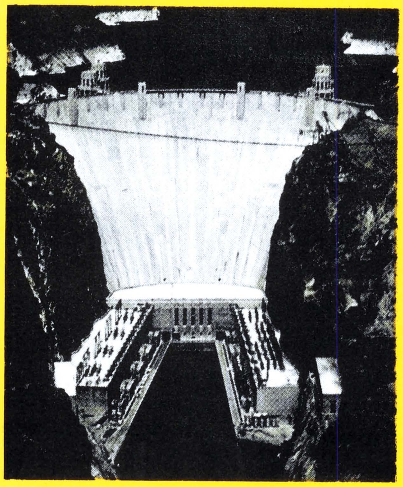
Dress is extremely casual in Las Vegas, where Hollywood stars and other name entertainers headline shows in the hotels' big theatres. Food is reasonably priced everywhere (except at the airport, where a danish and tea costs $2.85).

Those well-discussed, all-you-can-eat breakfast buffets and cheap steak dinners are not over-exaggerated, although prices vary from hotel to hotel.

The word has been out since big resort hotels came to town after World War II: visit Las Vegas for the largest collection of singers, dancers, comedians, and musicians ever assembled in one spot. A view of The Strip at night is a heady one indeed. The lights on the boulevard are blinding in their intensity, and the town literally never sleeps. There are 54 major hotels and 224 motels for a total of over 61,000 rooms.

The following are some highlights of Las Vegas and the surrounding area, including points of interest, shopping malls, and restaurants.



Hoover Dam, an engineering wonder.

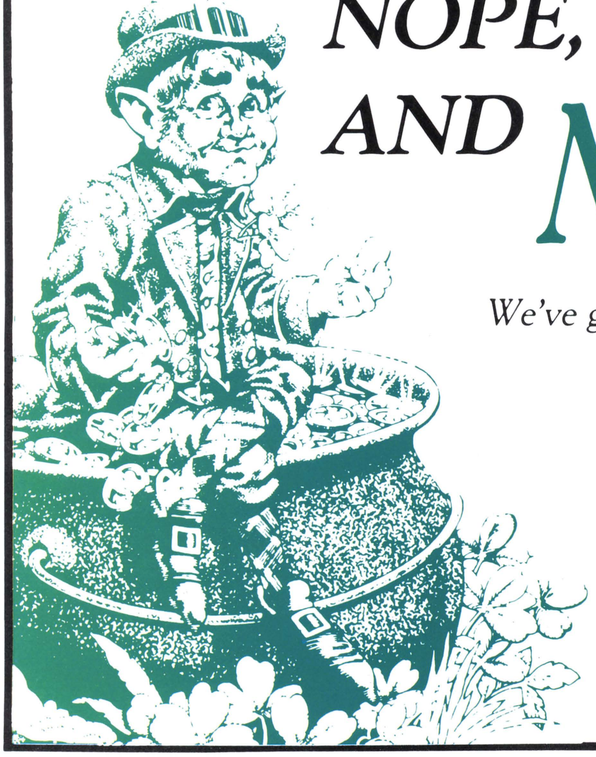
### What to see

Hoover Dam, also known as Boulder Dam, has to top the list of sights in the Las Vegas area. Construction on this engineering wonder started in 1931, the same year that gambling was legalized. One of the highest dams ever constructed, it stands 726 feet tall and measures 660 feet wide at the base.

The dam is only 25 miles from Las Vegas. It impounds Lake Mead, one of the largest man-made lakes, and spans the Colorado River in Black Canyon between Nevada and Arizona. Tours are constantly being conducted, with groups traveling with a guide down an elevator into the actual powerplant itself.

Lake Mead offers a scenic 550-mile shoreline, best enjoyed during a one-hour boat ride. Passengers often catch a glimpse of Bighorn sheep while cruising the 115 mile long lake, which is stocked with bass, crappie, and catfish. Lunch and refreshments are available at the Gold Strike Inn.

Nearby Lake Mohave is a recreational development with boat ramps, refreshment concessions, overnight accommoda-



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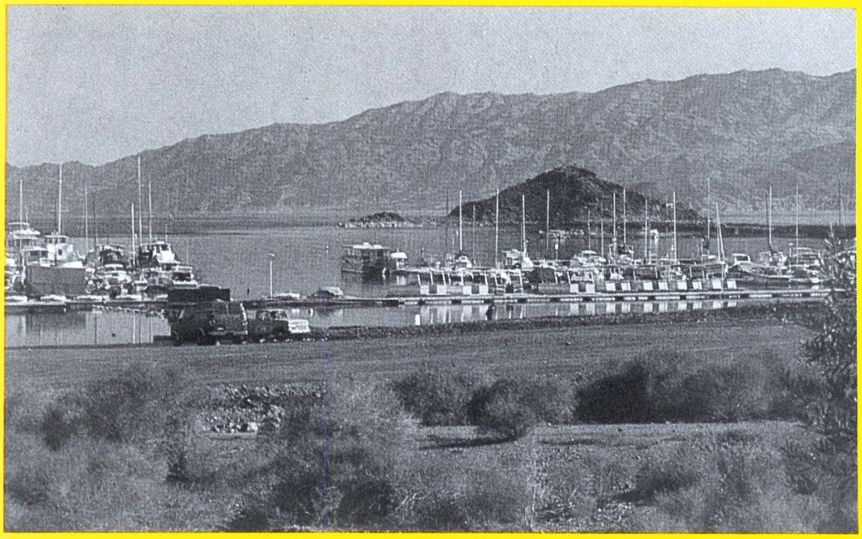
tions, and boat rentals. The lake offers rainbow trout and bass. Fishing licenses are required for both Lake Mead and Lake Mohave.

Mt. Charleston in the Toiyabe National Forest is 36 miles from Las Vegas. Picnic facilities, camping areas, and lodging are available among the stately pines. In the winter, Lee Canyon becomes a popular skiing destination.

The Valley of Fire, a 26,000-acre archaeological site of early Indian civilization, is one-hour's drive through the desert and the Lake Mead vicinity. Brilliant colors are seen here and also at Red Rock Canyon, where an unusual blend of rock formations and desert flowers can be found.

About 137 miles northwest of Las Vegas is Death Valley, a spot 280 feet below sea level. Although an impressive sight, Death Valley is not a usual summertime stop because of the over 100-degree heat. The Furnace Creek Inn (aptly named) is open only from October to May.



Lake Mead, the largest man-made lake in the Western Hemisphere.

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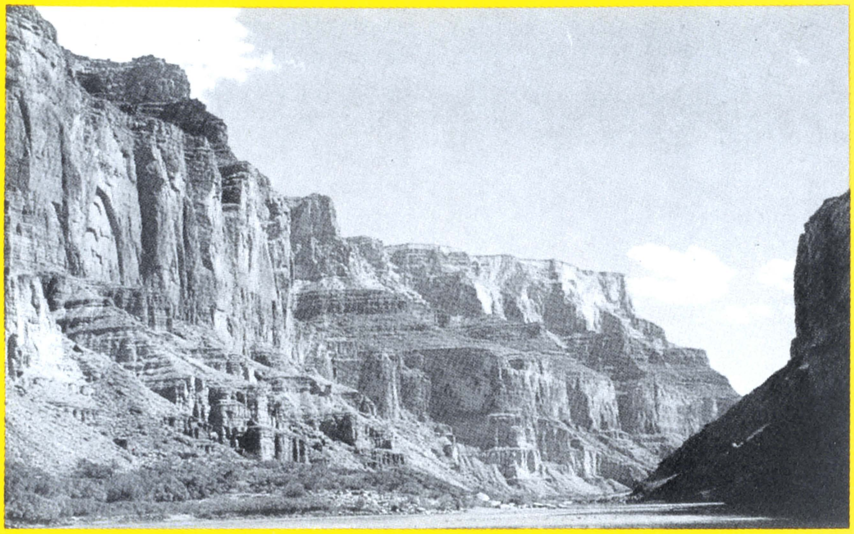

The majestic Grand Canyon.

The intrepid visitor may wish to travel the 300 miles from Las Vegas to view the natural splendor of the Grand Canyon. Both air and ground tours cover the majestic canyon and its plateaus, deep ravines, and the swirling waters of the Colorado River.

The canyon is a mile deep and 280 miles long. The width varies as the canyon follows the river. Only the South Rim is open all year long; the North Rim is open from mid-October to mid-May. Advance reservations are recommended for all tours and overnight accommodations.

Many organized tours covering several points of interest in the Las Vegas area are available daily. Check at your hotel for tour information, departure times, and prices.

### For the under-21 crowd

Many show attendees will bring their families along and seek out special entertainment suitable for teenagers and

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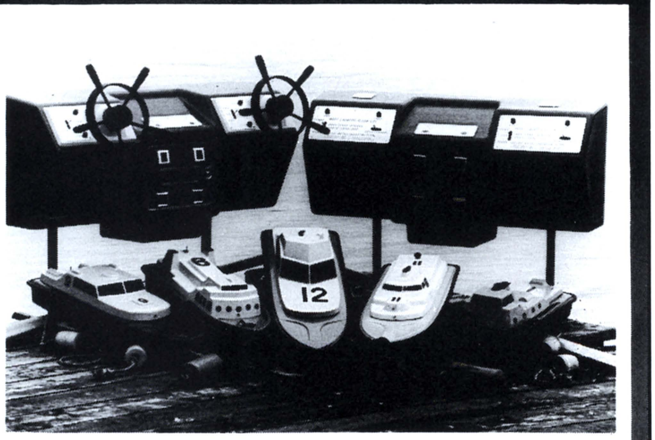

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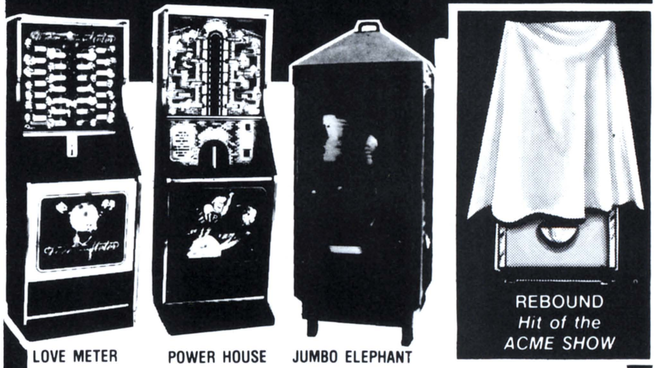

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younger children. Right on The Strip itself is a new Wet 'n Wild water park that provides a full day of slides, rides, and splash pools sure to please.

The Omnimax Theatre at Caesar's Palace on The Strip creates a visual audio experience with a 10-story screen and powerful speaker system that surrounds viewers as they see films about 20 or 30 minutes long.

Parents may be first in line at the Ethel M Chocolate Factory and Cactus Garden. Visitors get a behind-the-scenes view of chocolate making complete with tasty samples. Tours are free and conducted daily from 8:30 a.m. until 5:30 p.m. The Cactus Garden covers 2.5 acres with over 350 cactus species and other desert plants.

Bonnie Springs Ranch in Old Nevada features a western town to explore and an animal petting and feeding zoo. A dramatic street gunfight enlivens the visit. Museums, shops, and horseback riding are all right there.

Wet 'n Wild's Der Stuka, the fastest and highest water chute in the world.

The Hydro-Tube water ride for children and adults is now open in the Cheyenne Sports Complex in north Las Vegas. A family fun center, Scandia, offers miniature golf, baseball batting, a video arcade, Lil' Indy Racers, and Waterbugs.

The newest Ripley's Believe It Or Not! is located at the Four Queens Hotel in downtown Las Vegas. The southern Nevada Zoological Park and Children's Petting Zoo is just five minutes from downtown Las Vegas at North Rancho Drive.

And no visit would be complete without a stop at Circus Circus on The Strip, where internationally-famous circus acts perform free of charge from 11 a.m. until midnight. Children of all ages will enjoy this.

For the young or mature sports enthusiast, golf, tennis, racquetball, and bowling are all found in Las Vegas.

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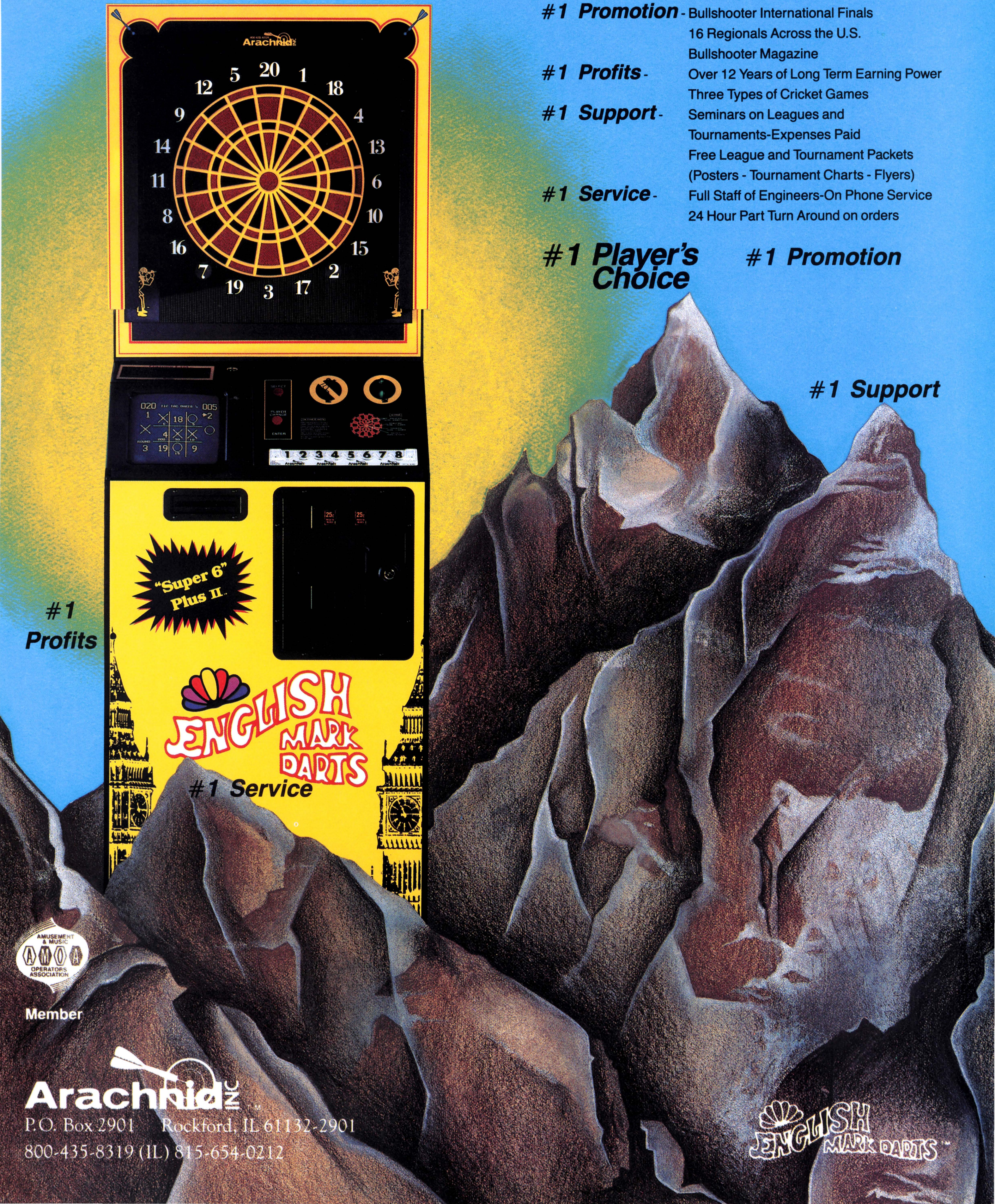
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### Adult entertainment

Every major hotel, and there are plenty, offer big stage productions featuring lavish costumes, scantily-clad beauties, animal acts, jugglers, and much more. Among the big name headliners you can expect to see during the Expo are Tom Jones and Willie Nelson. Several hotels have glitzy variety shows without a headliner. The Lido De Paris at the Stardust is one of the best-known variety shows. There are usually two shows each evening, the early show sometimes being a dinner show and then the late show.

When attending an early or late show in a hotel's main theatre, be prepared to tip the matre d' and the waiter who seats you. If not, you may find yourself in the bleachers. It's amazing what a few greenbacks can do to get you a better view of the show. This is customary, and the amount can range from $5 to $20. Tips are called “tokes” in Las Vegas.

Also, if you “know someone who knows someone” you may be fortunate enough to get in a special short guest line; otherwise, be prepared to wait in a long line at least one full hour before showtime. Reservations are a must. Many hotels only take show reservations on the day of the show. You can start calling around 10 a.m. or 11 a.m. to put your name on the list, or stop by that hotel's show reservation desk to handle it in person.

> ***“Las Vegas is a busy, all-year resort that's one of the West's best-known fun spots.”***

### Where to eat

Restaurant choices range from American cuisine to Continental, French, Italian, Oriental, Mexican/Spanish and more. One of the newest is Ruth's Chris Steak House, which specializes in U.S. aged, prime beef brought out in sizzling butter sauce. The menu also includes seasonal Creole specials such as blackened fish, gumbos, and etouffees. The original Ruth's is located in New Orleans.

The Alpine Village Inn, on Paradise Road across from the Hilton, serves Swiss, German, and American food. Look for a menu of Wienerschnitzel, German potato pancakes, and other specialties. There's also a gift shop on the premises.

Locals recommend Pamplemousse, a sensibly-priced restaurant with a romantic French country atmosphere and covered patio. Entrees include fresh fish, duck, and veal.

Ferdinand's starts off an evening's dining experience with complimentary, fresh peel-and-eat shrimp, followed by fresh seafood specialties, chicken, and Midwestern beef.

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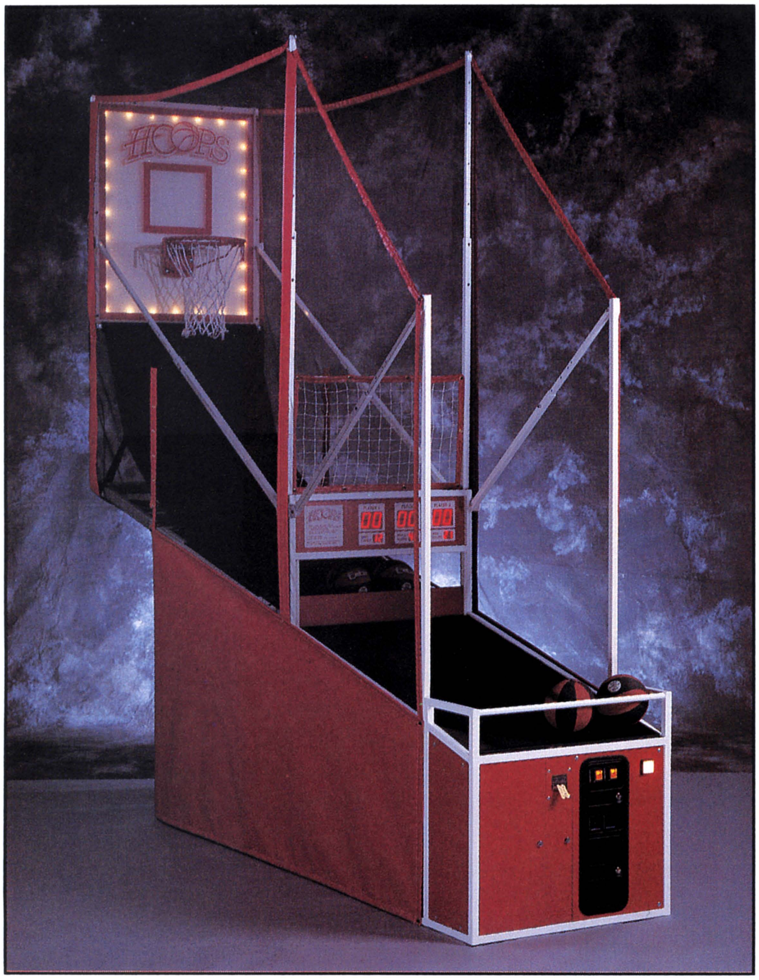

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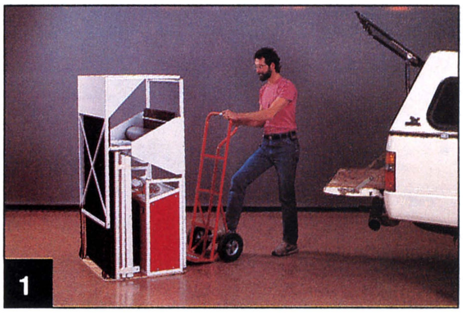
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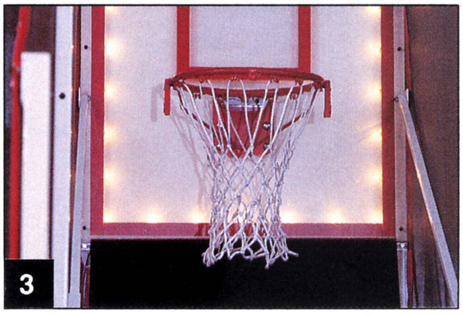
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**3. DUAL BEAM PHOTOCELL SCORING**
Players particularly appreciate the dead-accurate photocell scoring and fast, smooth action of this game. (No ugly plastic ring hanging from the hoop net to break or slow things down.) The accuracy and consistency of scoring is especially conducive to league play.

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Every hotel has restaurants to recommend; there are too many to mention here. It's sufficient to say that more than one major dining room is found in each of the large hotels, from the famous Don the Beachcomber's Polynesian fare at the Sahara Hotel to the Benihana Village at the Hilton Hotel.

*"Each hotel and casino is like a city unto itself."*

Spectacular champagne brunches and buffets are normal in Las Vegas.

### The cultural side

Throughout Nevada, visitors will feel the influence of the Indian heritage. The Nevada State Museum and Historical Society on Twin Lakes Drive is the southern branch of the state museum. It offers exhibits of Indian crafts and dioramas depicting the history of the state's Indian tribes.

The Las Vegas Museum of Natural History and Wildlife Art on Las Vegas Blvd. South features one of the best prehistoric displays in the western United States. Dinosaurs, prehistoric mammals, and hundreds of present-day animals are displayed. The adjacent Dino's Gifts has books and natural history items for sale.

One entertainer whose name became synonymous with the flash of Las Vegas was Liberace, known as Mr. Showmanship. Anyone who ever saw his show won't fail to be impressed with the Liberace Museum. Liberace was a collector of beautiful and unique pianos and customized cars, including a red, white, and blue Rolls Royce. See all of this and his most-photographed costumes on display.

The Imperial Palace Auto Collection on Las Vegas Blvd. South has over 200 antique cars on display.

### Shopping extravaganza

Although husbands feel that wives consider "shopping next to godliness," men will also be tempted by the vast array of shops. All the major hotels have specialty shops featuring fine men's wear, ladies attire, and jewelry.

The main shopping center on The Strip is the Fashion Mall next to The Frontier Hotel and across the street from the Desert Inn. It features Bullock's, Saks Fifth Avenue, Neiman Marcus, and other famous name stores. Shops offering gifts, souvenirs, books, perfume, and western wear are also found there.

The Boulevard Mall on Maryland Parkway has 80 shops and dining stops. Stores represented include Dillards, J.C. Penney, and The Broadway.

The Somerset Shopping Center on Convention Center Drive is conveniently located between The Strip and Paradise Blvd.

Meadows Mall on Meadows Lane has major stores and 144 specialty shops.

### Transportation

Long term, you may wish to rent a car in Las Vegas to make traveling to points of interest a little more convenient. Short term, The Strip Trolley is your best bet. It follows a daily schedule of running every 15 minutes between 9:30 a.m. and 2:00 a.m. It travels from one end of The Strip to the other and circles near the Hilton Hotel and the Convention Center. You must have the exact fare of $1 per person. It's one way to view all the major hotels and casinos in the comfort of a classic replica trolley.

If you are flush with money, you may chose a limousine for a special evening on the town. No less than 10 limousine services are listed in the city's Yellow Pages.

Whatever choices you make for side trips around Las Vegas, either immediately before the AMOA Expo or right after, enjoy your stay in one of the country's most entertaining cities. □

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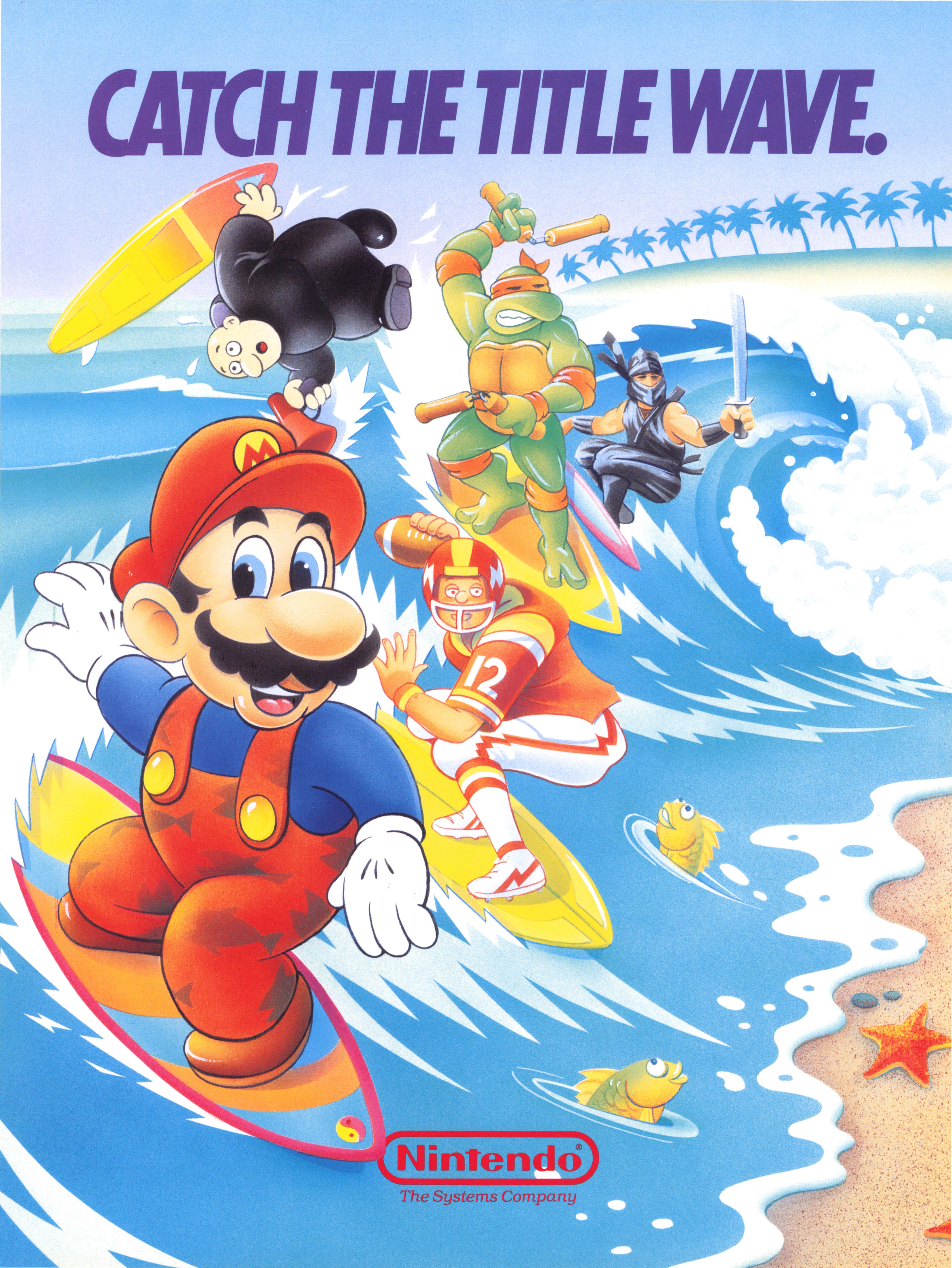
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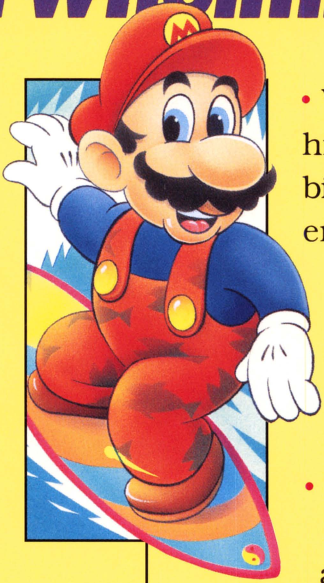
# Nintendo's Hot New Titles Are An Overwhelming Splash!



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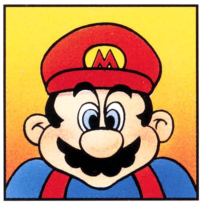
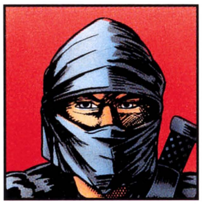
## These New Titles are Hotter than a Sunburn.

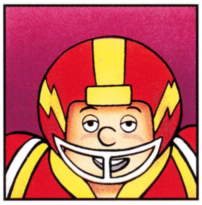
Nintendo's five new Playchoice releases are sure-fire winners:



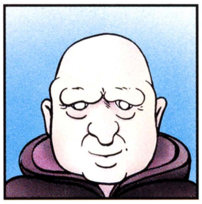
Super Mario Bros. 3™



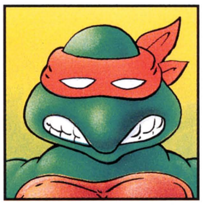
Ninja Gaiden[1]



Tecmo Bowl[1]



Fester's Quest[2]



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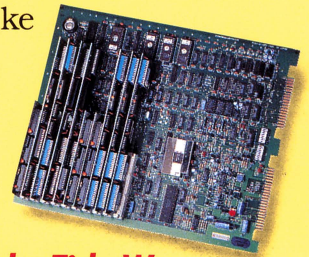

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# Question:

## *What do you think of AMOA staging the show earlier this year and on three weekdays? Are you planning to attend, and do you mind traveling to Las Vegas?*

**Jerry Nissenbaum**
**Wonder Novelty Co.**
**St. Louis, Mo.**

I don't blame them for trying something new, but I've been in this business for 40 years, and this is the first AMOA show that I'm missing. I have no problems with Las Vegas; it's just the timing.

They shouldn't hold the show on Monday through Wednesday, because a lot of operators like myself simply can't leave then. I don't mind the time of year as much, but I'd rather the show in early October. Many companies have key personnel that are still taking their summer vacations in September, when the weather is hot.

**Kem Thom**
**Western Automatic Music**
**Chicago, Ill.**

I was on the board four or five years ago, and I remember some of the members were real nervous, saying, "No one is going to go way out to Las Vegas for the show." That's baloney. I expect to see just as big a crowd in Las Vegas as we had in Chicago. As long as there's new equipment being introduced, I feel it behooves operators to go and see it. Also, there's nothing wrong with having it earlier in the year.

As far as it being Monday through Wednesday, I think operators have complaints both ways. When the show was held on weekends, a lot of operators said they used that time for servicing the machines and things like that. So you'll hear arguments on both sides. Again, personally, I have no problem with it.

**Gregory Ferguson**
**Ferguson Enterprises**
**Salem, Ore.**

Naturally, Las Vegas is closer to me than Chicago, but to be honest, I've never attended the AMOA shows even though I'm a member. The distributor I buy from attends all of the trade shows. He can tell me the new equipment that's been released, what's good and what isn't.

I have a good rapport with my distributor, which is very important. He doesn't try to sell us equipment that won't earn well on our route. I trust that my distributor will come back with all of the information I need to know.

**Phil Dollar**
**Dollar Amusement Co.**
**Trenton, Tenn.**

The fact that the show has been moved from a weekend to weekdays doesn't bother me. I also don't mind it being earlier in the year. In fact, I'd be happy to see the show move to July or even June. My son plays college football, so I wouldn't have to miss seeing him play or the show if it were held then.

I'm not attending this year because of his football. It's important for operators to attend, but I'm going to have to miss the show until he graduates. I'm not missing it because of the move to Las Vegas. I'm happy to see the AMOA rotate the show from city to city.

**Phillip Jaworowski**
**Four Jays of Merritt Island**
**Merritt Island, Fla.**

I think the moves are great; I'm definitely planning to attend. Having the show on weekdays is going to be better, especially with it being in Las Vegas. Operators can come in early on the weekend, before the show opens, and enjoy the city.

Frankly, it's about time the AMOA got out of Chicago. I love the city — in fact I'm from there — but the service personnel are just so discourteous. They take our being there as guests for granted. I think we'll be treated much better in Las Vegas.

**Valerie Cognevich**

# More surprises than usual

The AMOA show this year is breaking away from tradition in more ways than one. Besides moving out of the customary setting of Chicago to Las Vegas, the show is scheduled for Monday, Tuesday, and Wednesday instead of Thursday, Friday, and Saturday.

In addition to moving and changing days, the show will be nearly a month before the Japanese tradeshow (JAMMA) instead of a month later as it has been in the past.

What will being before the JAMMA show mean to exhibitors and attendees? It should be positive, according to comments heard around the industry. The AMOA is many times a second showcase for what was first shown in Japan. The AMOA has become a show of very few surprises by following the JAMMA show so closely. Distributors, manufacturers, and some operators are already privy to what will be shown at AMOA.

This year's show just may hold the surprise introductions that AMOA was once noted for. Manufacturers would keep their latest and greatest product strictly under wraps until the big day the show started. It was exciting then and it may be again.

However, even if there are tempting pieces of equipment for operators to choose from, they will have to be exceptional or operators just won't be buying. And not buying is something that most manufacturers and distributors are concerned about. ''The operators are doing much better right now than most of us,'' said one rather disgruntled distributor.

But there is optimism at all levels. ''This industry has always had its ups and downs, and right now is no different than usual. We're just a little more on the down side than the up side. There will be some good product and there will be some bad, but operators will find something they like and they will buy it. It's up to us to offer them games with a good return on investment,'' said one manufacturer.

AMOA has sold a record number of booths, 600-plus, and there are some companies that have never exhibited at the show before. While operators come to see new games, each owes it to himself to visit the support/supply booths and others that may not necessarily be game manufacturers.

Nolan Bushnell's company, Axlon, will be exhibiting for the first time. According to vice president of operations Chuck Onorato, Axlon is currently working on 10 coin-operated projects (no video games), several of which will be shown at AMOA. *Fire Drill* is a coin-operated redemption machine. ''There's nothing like it on the market, so it's hard to describe,'' said Onorato. On this smaller-than-usual, stand-alone machine, players roll balls into different-numbered slots for tickets.

Axlon will also offer two rides, one called a kiddie ride and the other a ''midi'' ride, for older kids. *Space Sled* raises 11 inches into the air; the player can control movement with a joystick. The kiddie version raises just five inches for smaller children.

Atari will have a new version of *Cyberball* called *Cyberball 2072*. It's much like the original but has many new plays and characters. In addition, there are more player-selectable features. Though no details could be released, Atari's Mary Fujihara said there will be another new game at the show.

Romstar is still finalizing plans for products to be shown, but it will be showing its current hit, *Final Blow*, which has been a consistently high earner. Romstar seldom disappoints so get over to its booth to see what surprises are waiting.

SNK will show a dedicated game with a typical American theme called *Street Smart*. It's a martial arts game in which the player must win contests in various cities as he travels from Miami to California. It is a one- or two-player game.

SNK will also show a kit called *Sky Adventure*, a flying-themed game. Players maneuver airplanes around the screen.

Although it may not be shown at AMOA, SNK has plans to introduce a sequel to *Mechanized Attack*. The new game will have some surprising new features.

Konami has plans to show a two-player kit called *S.P.Y.*, which stands for Special Project ''Y.'' It's an espionage adventure. The player has a top-secret mission to thwart an enemy threat to world peace.

The company will also exhibit its current game, *Crime Fighters*, now available as a two- or four-player kit. The player must battle the sleaziest underground characters to rescue several beautiful girls.

Just in time for football season, Leland will introduce *All American Quarterback*. It's a four-player game in a cabinet the size of a two-player game, streamlined and ready to go anywhere. Players can utilize an innovative sideline shop to customize their team with things like a harder helmet for more ball-jarring tackles, or Sport-

Super Monaco GP
SEGA
1
FPOWER
DOWN FORCE
SEGA AIR DRIVE
Super Monaco GP
START to FINISH
1 The first corner
2 S curve
3 Chicane
4 Back stretch
5 Complex corner
6 180 R
7 Hairpin curve
8 The last corner
QUALIFY COURSE
POWERED BY SEGA

Kream, to get more range out of their arms.

Leland will also be offering a "track pack," a kit for *Super Off Road*. It will offer operators the opportunity to change the tracks and add some new features to their *Super Off Roads*.

Taito will show *Plotting*, a two-player kit that the company has already starting shipping. It is a block-elimination strategy game. "Everyone said they wanted something different, so here it is!" said Taito's Rick Rochetti. The player must systematically eliminate a formation of blocks by tossing their matching counterparts into them within a specified time limit.

Taito's *U.S. Classic*, introduced in May, will also be featured at the show. In addition, Rick hinted that Taito may have one or two brand new dedicated games and possibly a new kit.

Operators will be looking to Williams to see if it can keep up its string of winning pinballs, and they're bound to be pleased. Williams will show *Police Force*. Marty Glazman says it's the best pinball Williams has ever had. Considering the pinballs the company has had, that's quite a statement.

The game features miniature police cars cruising around the playfield and has some new features. Players can be the high scorer with their last shot if they make two ramp shots consecutively. There is also another bonus called "unlimited million," enabling players to increase their scores by a sequence of shots. In addition, with an operator-selectable setting, players can win up to five free games with a single shot at the right time.

Williams will also have a new shuffle called *Shuffle Inn*. The game is a mouse-themed game with an attractive wooden sign featuring the name of the game.

Williams' sister company, Bally, will show a "monstrous" new pinball that Steve Blattspieler says "fits in with the tradition of Bally pinballs." There will be an added surprise at the booth, so don't miss it!

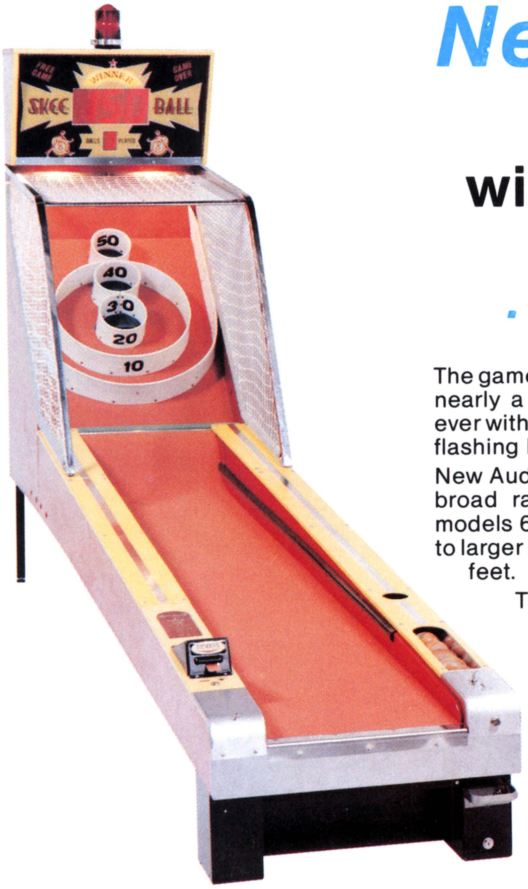
Data East will show two new games, *Midnight Resistance* and *ABC Monday Night Football*, as well as its latest pinball, *Playboy*.

But the surprise from this well-known video and pinball company will be a novelty piece licensed from Namco. *Wanny Wanny Gator*, or *Gator* for short, invites players to wield a hammer and annihilate alligator heads popping out of the cabinet.

Jaleco has some interesting products ready. *Big Run* features incredible challenges in a simulation of the famous Paris to Kakar Rally, the world's most dangerous race.

The game features a two-speed shift and continuous force feedback steering (you'll feel the bumps!). It will be available as an upright, sitdown, or deluxe sitdown moving cabinet.

Jaleco's *Hachoo!* is the battle cry of dragon and tiger, two judo masters trying



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A variation of the standard game is also available: *Bonus Ball,* with two more scoring pockets that can deliver 100 extra points per pocket.

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to take on the evil Tyoura empire through six levels of exciting kung-fu play.

*Astyanax* (no, I can't pronounce it either!) is Jaleco's one- or two-player game set in ancient Greece. Two young warriors return to their town to find it destroyed. The king just has time to tell them about the evil wizard, Algos, who kidnapped his daughter and all of the other children. The warriors then proceed to rescue them after defeating the minions of the evil wizard, Algos, and the wizard himself.

Frank Ballouz's company, Fabtek, is launching *Dynamite Duke* as a horizontal kit. One-player action spans nine game mission levels as Dynamite Duke sets out to avenge evil using agile boxing moves, sharp-shooting eye, and a deadly kick to blast his way through enemy territory. He must destroy an evil professor creating an army of mutant killing machines.

Sega will give players and operators a thrill with its new *Super Monaco GP*. The game takes the player through the streets of Monte Carlo behind the wheel of the ultimate sports machine, a Formula 1. It is available in cockpit or upright models.

*Super Monaco GP* features the optional "power link" allowing two or more games to be interfaced so players can compete with each other in the same race.

> ***"AMOA has sold a record number of booths, and there are some companies that have never exhibited at the show before."***

Capcom is another company building a tradition of games that earn their keep. The company will be showing its current release, *Dynasty Wars*.

As operators search for equipment with long-term return on investment, no doubt they will find it in pool tables, air hockey, foosball, and redemption machines.

Betson will show a game it calls "new excitement in redemption." Company spokesman John Margold said, "This game is 100 percent skill. The player makes decisions based on skill."

And Exidy will show *Twister*, a new redemption game with challenging strategy. The company also wants distributors to ask about its free freight program.

It's been awhile since I've been truly excited about a show and I'm glad it's now. We need some innovative, new, exciting equipment. I hope we'll see just that at the show. Dig out your most comfortable walking shoes; see you at the show! ☐

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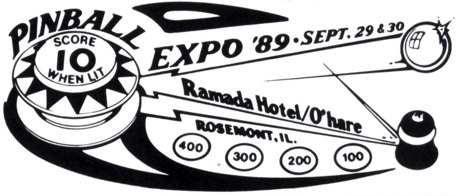

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**Bob Snyder**

# A conventioneer's guide to casino gaming

The AMOA is coming to Las Vegas! Besides the convention, what's one of the first things that comes to mind when Las Vegas is mentioned? Extravagant shows? Food? Gambling? What kind of casino gaming have you played for entertainment? If you say, ''Only the slot machines,'' you are missing the majority of casino fun.

This article will give you a guide to casino gaming. After all, the casinos want you — or more correctly, your ''action'' — regardless of the amount. Remember, however, that the casinos are not gamblers; they are in the gambling business. Only casino customers (you and I) gamble.

As I am outlining this article at an airport on the Fourth of July, I hear the great marches of John Philip Sousa playing in the overhead sound system. In a sense, many AMOA conventioneers and their spouses will have the opportunity to march up to the casino tables and become warriors. If you don't play live table casino games, sticking only to the slots, your reasons are probably among the following:

- ''I don't know the rules.''
- ''I'm afraid of making a mistake.''
- ''I don't know what I'm supposed to do or how to act; what's acceptable etiquette?''
- ''The dealers aren't friendly and they're too fast.''

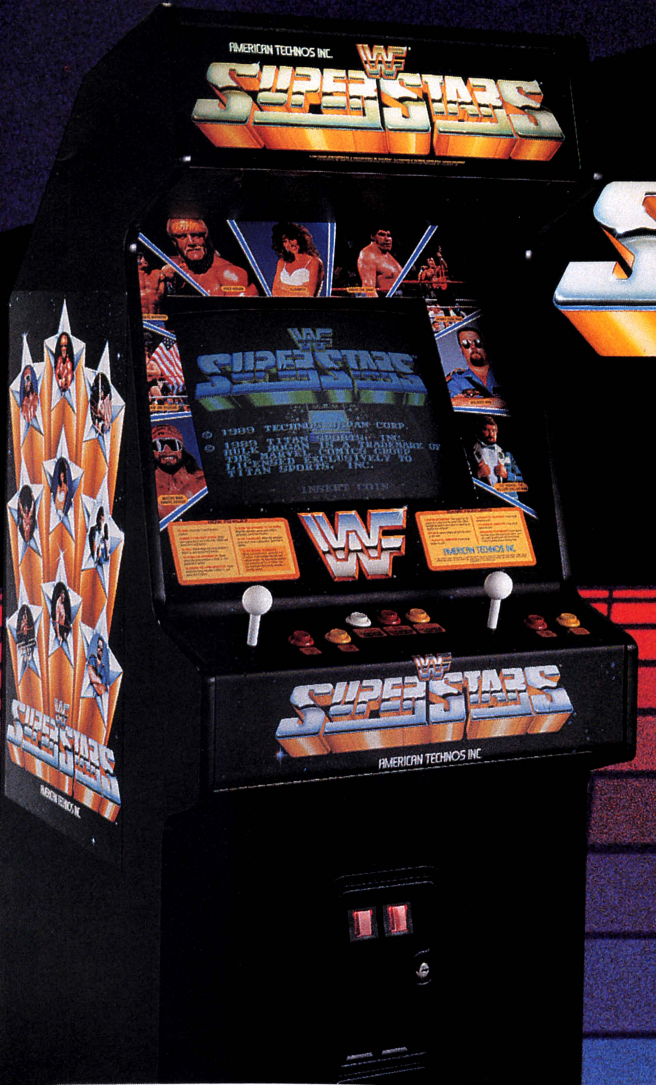
Let's summarize these common reasons as a lack of confidence and, even, intimidation. The tables (all live games with a dealer and using chips) are intimidating to a first-timer. The casino is partly to blame, since its goal of maximum profit relates directly to the number of hands dealt per hour, which requires that casino employees interact with and manage large volumes of guests at any one time. This environment tends to create a dehumanizing and intimidating atmosphere.

Knowledge is power. If you're going to gamble in casinos for entertainment (and I'm not suggesting that you do), let's do it with the attitude of getting the most rolls for our buck and, at the same time, having the most fun.

***''You'll have to be a bit more assertive in a crowded casino, simply because of the large number of people in there with you.''***

### Useful terms

- *Live gaming*: Interacting with the dealers and croupiers.
- *Checks*: The correct term for those multi-colored chips used for betting at all the games except Roulette, which still refers to its betting tokens as ''chips.''
- *Check rack*: The wooden or plastic rack in front of the dealer in which the checks are stacked in $1, $5, $25, $100, and $500 denominations. The checks in the rack are separated by silver dollars into units of 20 checks each.
- *Toke*: Simply, a tip. Most front-line casino employees, including the bellmen, cocktail waitresses, and dealers are paid minimal wages and depend on receiving tokes from the customers.
- *Dealer*: In most games, the casino employee shuffling the cards and/or collecting and paying bets.
- *Pit*: In the casinos, all ''21'' and ''Craps'' tables are grouped into sections, with each section referred to as a ''pit,'' even if the tables are at floor level.
- *Floor person*: The casino employee who walks within the pit, supervising the dealers. He settles any disputes between players and dealers. (Note: The casinos want your business; dealers will not deliberately cheat you and are generally quite happy to answer any question you may have.)
- *Pit supervisor*: In each pit, the pit supervisor monitors transactions, supervises ''check'' fills at the tables from the casino cashier, and approves markers for players with established credit, along with many other responsibilities (including settling player/dealer disputes beyond the control of the floor person). The majority of the time, he fulfills these responsibilities from the podium in the center of the pit.
- *Stiff*: A player who didn't tip and, in the game of ''21,'' a hand which has the possibility of going ''bust'' (over 21 points) with the receipt of an additional card.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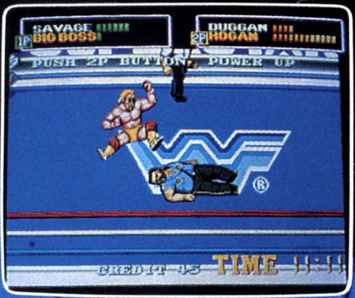
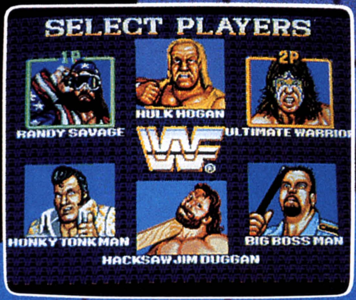
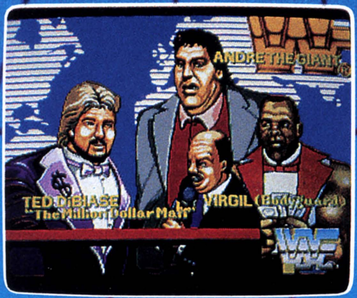
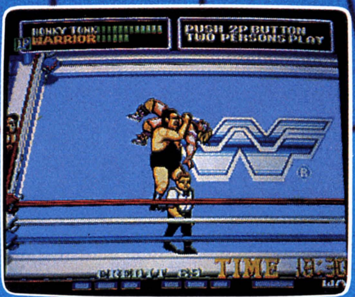
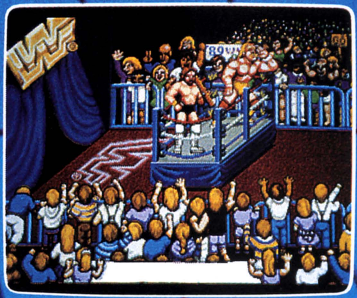

SAVAGE
BIG BOSS
DUGGAN
HOGAN
PUSH 2P BUTTON POWER UP
CREDIT 43 TIME


SELECT PLAYERS
1P
2P
HULK HOGAN
RANDY SAVAGE
ULTIMATE WARRIOR
HONKY TONK MAN
BIG BOSS MAN
HACKSAW JIM DUGGAN


ANDRE THE GIANT
TED DIBIASE
"The Million Dollar Man"
VIRGIL (Bodyguard)


HONKY TONK
WARRIOR
PUSH 2P BUTTON
TWO PERSONS PLAY
CREDIT 55 TIME



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- *Nickel check*: A $5, multi-colored betting check.
- *Crew*: Generally, the team of employees who comprise the number needed to work each craps table (or pit).
- *Surveillance* or *Eye in the Sky*: The casino's surveillance system to watch casino activities, particularly money and checks. It's done by video cameras mounted in tinted plastic bubbles in the ceiling and by a series of overhead catwalks from which gaming action can be observed through one-way windows/mirrors.
- *Press a bet*: Allow your original (winning) bet from the current play to remain in action, while adding additional checks to it for the next hand.
- *Foreign checks*: Checks containing the logo of casinos other than the one in which you are currently playing. Some casinos accept foreign checks for play; some do not.
- *House percentage* or *Vigorish*: The percentage by which the "house" (casino) has the advantage over the players in each type of game. The house has an advantage in each game, either because it has more win combinations or numbers than the players, or because it pays off winning bets at a lower rate than would be mathematically correct. (The house percentage pertaining to each game will be specified at the end of the section describing that game — the lower the house percentage, the better for the player.)

Though many additional terms are used, some behind the scenes among gambling professionals, the terms listed above are enough to get you by.

### General game etiquette

General etiquette to follow at the casino games is ordinarily common sense, though it does vary from game to game. A simple rule is to act as the other players act.

In a crowded casino, you'll have to be a bit more assertive, simply because of the large number of other tourists and guests in there with you. Usually, you'll be more comfortable playing during daylight hours (but be sure not to miss scheduled AMOA activities!). The gaming tables are normally slower then, and the dealers will be more willing to answer your questions, as long as your individual methods of play do not disrupt the general game pace or interfere with other players. Yes, you can bring to the tables the pocket guide which is enclosed in this magazine, or your handwritten notes, and refer to them during play. Leave your lap-top computer at home! You'll see others referring to guides and notes; it's not cheating.

You're going to make mistakes; so what? Dealers make mistakes, floor persons make mistakes— that's why casinos have so many supervisors watching others. Many of the casino's rules are for game integrity and protection of the casino's money. Casinos are concerned with employees who may be tempted to act in cahoots with a confederate posing as a player, as well as employees who might actually attempt to steal checks or money directly from the tables.

> *"If you play only the slot machines, you are missing the majority of casino fun."*

Additionally, rules exist to prevent players from impermissible pressing or decreasing of their bets, betting after play has started, bending or marking cards, and a host of other scams. Some of the rules may seem out of place; however, they do have their reasons.

If you desire a cocktail, notify your dealer, who will handle it from there. It's customary to tip the cocktail waitress, even when the cocktail is free; you may do so with currency or betting checks. It's also customary to tip helpful and friendly dealers (use your discretion — don't get carried away) by either placing a check on the table or by asking the dealer how to place a bet for him.

All tips to dealers are, in fact, pooled according to game classification and split equally among the dealers on that shift. This system is preferred by the dealers, since it is equally fair to those working both the "high-roller" tables and the $2 tables.

A few good tips:

- Be polite, but don't be intimidated by players with strategies different from yours.
- Before you begin playing, set the amount you're willing to lose and stick to it. If you win, great; however, don't chase money already lost by gambling more.
- The free cocktails tend to weaken your resolve, so watch it! Many serious gamblers do not ever drink while playing.
- Find a table at which you feel comfortable. Don't sit at a table simply because all other tables are full.
- If you're having a run of bad luck, quickly recognize it and walk away from the table. Remember, tomorrow is another day!

### Playing the games

Before playing any game, read the six-inch square plastic display card on the table. It will post the minimum and maximum bet sizes.

So that the following information will be easily understood, the word "you" will apply, generically, to any and all players, unless a specific action or instruction applies to only a specified player. The word "original" will mean that which occurs at the beginning of the hand or round of play being discussed (e.g., the "original" bet is your first, or base, bet of that hand, etc.).

### Twenty-One

Let's begin with BlackJack, correctly called "Twenty-One." Here are some terms that are specific to this game:

- *First base*: In 21, the first player's seat to the left of the dealer (near the dealing shoe).
- *Third base*: In 21, the player's seat farthest to the right of the dealer.
- *Hard and soft hand values*: Since an Ace can count as 1 or 11, it can produce two different total values when added to the other cards in your hand. If you are counting it as 11, then you have a "soft" value; if you are counting the Ace as 1 (or if you have no Ace), then you have a "hard" value. (Example: A+8 = hard 9 or soft 19).

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Two-dollar minimum bet tables can still be found during slow hours. During busy hours, these will be upgraded to higher minimum bet amounts. Maximum bets are usually $500 to $1000, or more with the casino's permission. (However, if you're in that category, you certainly don't need this gaming guide!) Most 21 tables feature seven seats for players; in front of each seat is a square or circle on which the player makes his bet.

In 21, your goal is to obtain a hand of cards with the value of the cards totaling as close to 21 as possible, without exceeding 21. To win, you must have a hand with a card total higher than the dealer. Each player is dealt two cards and may ask for additional cards. If the value of the cards in your hand and the dealer's hand are equal, the hands ''push'' (tie), and the casino will not take your money. No checks are exchanged. If your hand beats the dealer's hand, your winning payoff will equal your bet. If your hand is a ''natural'' or a ''BlackJack'' — one Ace and one card with a value of 10 — you are paid at the rate of 3:2 (1.5:1).

In each hand, you bet before the cards are dealt. You cannot decrease your bet during that hand; however, you do have the great advantage of being able to increase your bet during the hand — in some situations.

Mathematicians and computer wizards have developed guidelines (refer to enclosed pocket guideline) for basic playing strategy. There are conventional situations during which you should exercise various options, including receiving an additional card (being ''hit'') or staying with your current cards. Staying or being hit depends greatly on the dealer's face-up card. A good rule of thumb is to always think of the dealer's face-down card as having a value of 10; therefore, add 10 to the value of his face-up card.

Other possible player options include ''splitting'' cards and ''doubling down.'' If you are dealt two identical cards as your original two cards of a hand, you can ''split'' those two cards into two separate hands, with one of the identical cards in each hand. Tell the dealer that you want to split the cards, or simply place them face up, side by side, in your circle on the table. You will then build each of those hands just as you would a normal single hand. If you choose this option, you must then increase your bet by an amount equal to your original bet, since you are now playing two hands. (Place the checks next to your additional hand, not atop the original checks.)

After you are dealt the original two cards for a hand, you can opt to ''double down,'' or increase your bet by an amount up to that of your original bet. You will then receive only one additional card to complete your hand and will either win, push, or lose that hand according to the total of the three cards. An excellent hand on which to double down is one with your original cards totaling a value of 11, since

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a card with a value of 10 (which occurs about 3.5 times as often as any other card value) will give you a total value of 21.

Some clubs include the player option of "surrender," in which immediately after you receive your first two cards, you can forfeit half of your bet and not play the hand.

This option is chiefly for the advanced player who is immediately able to recognize a hopeless hand.

One of the most confusing — even misleading — options is "insurance." When a dealer has an Ace showing, indicating the possibility of a "natural," the dealer will offer insurance. Insurance has nothing to do with your hand, but it is actually a separate bet: you're betting that the dealer does have a natural. The amount of your insurance bet must be in specific ratio to your original bet. If you are correct (the dealer does have a natural), it pays you 2:1. You lose the insurance bet if he doesn't. Your original hand then will be played as usual. Now that you know how insurance works, I'll give you a tip: don't ever buy it!

(Note: You do not receive a bigger payoff if you have five cards totaling less than 21, nor do other "kitchen-table" rules apply.)

The greatest disadvantage in playing 21 is that you are required to act on your cards before the dealer acts. If you bust you immediately lose the hand, and the dealer immediately picks up your bet, even if he subsequently busts in the same hand.

### Specific etiquette

In 21, if cards are dealt to players face down, you are permitted to pick them up, but with one hand only. This minimizes the opportunity for card bending and switching. When you approach a table and require checks in exchange for your currency, do not hand our money directly to a dealer (he will not accept it). Lay the money on the table and announce "Checks, please." The dealer will pick up your money and then put your requested checks on the table, at which time you can pick up the checks. No hand-to-hand transactions occur.

Twenty-One is one of the better casino games for the player because the percentage or house advantage over a player using basic strategy is typically under 5 percent (and even less than that if you're a skillful player).

### Craps

Craps is one of the most fun games in the casino. Camaraderie develops immediately among the players, who tend to cheer on and root for each other. In fact, when you hear yelling and shouting in the casino, it's usually coming from the craps table. This seems to be the only game in U.S. casinos where loud, boisterous cheers are acceptable.

The craps game is overseen by its crew, which consists of the following:

- One "stick person," positioned at the

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center of the players' side of the table, whose job is to control the dice between rolls, to control the speed of the game, and to place and pay the ''proposition bets'' directly in front of him (the ''hard-way'' and other long-shot bets).

- Two dealers, one positioned at each end of the pit side of the table. It is their job to manage the action at each end of the table.

> *''The greatest disadvantage to you in playing 21 is that you are required to act on your cards before the dealer acts.''*

- One ''boxperson'' positioned at the center of the pit side of the table, whose task is to manage the actual paper currency and to supervise the actions of the dealers and the stickperson. (The boxperson is easy to spot; he's the only crewmember sitting at the table.)

The following terms are specific to Craps:

- *Shooter*: The player currently throwing the dice.
- *Pass*: Your bet that the Shooter will win that turn.
- *Pass line*: Line on the table layout on which Pass bets are placed.
- *Don't Pass*: Your bet that the Shooter will lose that turn.
- *Don't Pass line*: Line on the table layout on which Don't Pass bets are placed.
- *Prop. or Proposition Bets*: All of the long-shot bets.
- *Hard Way Bet*: A (proposition) bet that the total value of the dice rolled will equal 4, 6, 8, or 10, and that it will be rolled as a pair of identical value (e.g., a total value of four rolled as a pair of twos).

Craps is actually one of the simplest games in the casino. However, because of the many different bets available, you'll see checks moving around the table on every roll of the dice. You aren't required to bet on every roll. You have the option to simply place one type of bet and just wait. When you win, it's your responsibility to pick up your bet. If you leave it on the table, the craps crew will simply assume that you wish to let it remain for the next turn.

To start each turn, the Shooter places a bet of any amount (within casino limits), after which he's permitted to pick up two dice and roll them to the far end of the table, where the dice will bounce off the table wall. If the total face value of the dice rolled is either 7 or 11 (referred to as a ''natural''), the Shooter immediately wins that turn and the procedure begins again. If the total face value of the dice rolled is 2, 3, or 12, the Shooter immediately loses that turn and the procedure begins again. Whether he's an immediate winner or an immediate loser, the Shooter may retain the dice for the next roll.

If the total face value of the dice rolled is other than 2, 3, 7, 11, or 12, then play enters what I refer to as ''Phase Two,'' with a separate set of rules. The total value (4, 5, 6, 8, 9, 10) of the Shooter's first roll in Phase Two becomes his ''point,'' the value he must roll again in order to win that turn. The Shooter continuously rolls the dice until he either rolls his ''point'' value again, at which time he wins that turn, or rolls a total value of 7 (''7-Out''), at which time he loses that turn. It is important to remember that once a point is established, only that exact point total or a value of 7 has any bearing on the main game. The shooter rolls repeatedly until one of these two occurs.

When the player ''Sevens-Out,'' he must relinquish control of the dice. The dice rotate clockwise around the table. (When it is your turn to shoot, you aren't required to take the dice; you may pass them to the next player.)

Proposition bets are too numerous and involved to explain here. As you become

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accustomed to the action at the craps table, ask your dealer to explain other bets (during slow times only, though).

The house percentage in craps varies widely, depending on your specific bet (e.g., Pass/Don't Pass = 1.4 percent; any 7 = 16.6 percent; Hard Way = 13.8 percent).

### Baccarat

Baccarat is a card game ''banked'' by the casino. It is played at a nine-foot-long table typically located in a special, isolated section of the casino, roped off with velvet cord. The dealer is often in formal wear; bets at this table range from approximately $20 to $5,000.

Baccarat is also played at smaller tables the size and shape of Twenty-One tables. These smaller ones are usually in the main casino area, frequently interspersed among the Twenty-One tables. The layout cloth is often a distinct color from the other games; minimum bets here are in the $2 to $5 range. Multiple card decks are used and dealt from a shoe; the dealer may ask you to assist him in cutting the deck.

Your only real task is to bet— either that the ''bank'' (house) or player will win. Your object is to predict which of the two hands — the player's or dealer's — will total closest to 9. If you bet that the bank's hand will win, and it does, then the casino will pay you an amount equal to your bet less 5 percent commission (their profit). If you bet that the player will win, and he does, then the casino will pay you equal money, with no commission deducted. (The actual commission isn't deducted after every hand; however, it will accumulate. You will owe the commission, so save some money to pay it before you leave the table.)

Only the total value of the cards count, not pairs, suits, etc. Cards with a value of 10 (including face cards) are counted as zero. An Ace equals 1, and all other cards are counted at their face value. If the total of the cards dealt equals more than 9, then only the last digit of the two-digit number is counted. For example, two sevens equal 14; therefore, the number counted is 4. A total of 16 is counted as 6, and so on. A total of 9 cannot lose; however, it can ''push'' with another hand.

Unlike 21, you actually have no choice in taking additional cards or staying with those you have — nor does the dealer. Everything is automatic. If the cards in your hand total zero, 1, 2, 3, 4, or 5, then you are automatically given a third card. If your hand totals 6, 7, 8, or 9, then you will not receive another card. If your hand totals 8 or 9 (a good hand), you have a ''natural,'' which, in most cases, prevents the bank from drawing another card even if it needs one.

***''When you hear yelling and shouting in the casino, it's usually coming from the craps table.''***

The rules applicable to the bank are similar, though slightly more complex. If the bank's hand is zero, 1, or 2, it must draw a third card (unless the player holds a ''natural''). If the bank's hand totals 7, 8, or 9, then it cannot draw another card. And if the bank's hand totals 3, 4, 5, or 6, then its action is fixed. However, the actual action depends on the value of the third card that was dealt to the player.

You can bet that the dealer and the player will push; if you are correct, then the house will pay off 8 to your 1. This bet really isn't a great bet — the house percentage is around 14 percent, whereas its percentage for betting that one of the hands will win is only 1.175 to 1.36 percent!

### Roulette

Roulette is one of the most alluring casino games. Though a fast-action game, it's also quite simple. Roulette is generally run by one dealer (croupier) who both spins the wheel and collects and pays bets. But during busy hours he often has an assistant.

One of the most noticeable differences between Roulette and other games is that in Roulette, each player has chips of a separate color. The reason for this is that each player is permitted to place his chips in as many betting locations on the table as he desires. The different colors of the chips enable all to know what bet belongs to whom.

All of the chips have the same value. You set that value when first receiving the chips from the dealer by stating what value you choose. The typical minimum value is $1. The dealer keeps track of the value of each player's chips by the use of markers.

The wheel contains 38 numbers: 18 red, 18 black, and 2 green (0 and 00). Of the red numbers, 10 are odd and 8 are even numbers. The black has 10 even and 8 odd, while 0 and 00 are considered neither even nor odd.

The croupier spins the wheel and sets the ball in motion. You win by betting into which numbered slot the ball will stop. There are a variety of bets in Roulette. Some winning bets pay even money; others pay a higher ratio. The four simplest bets are that the ball will stop on any red, black, even, or odd number.

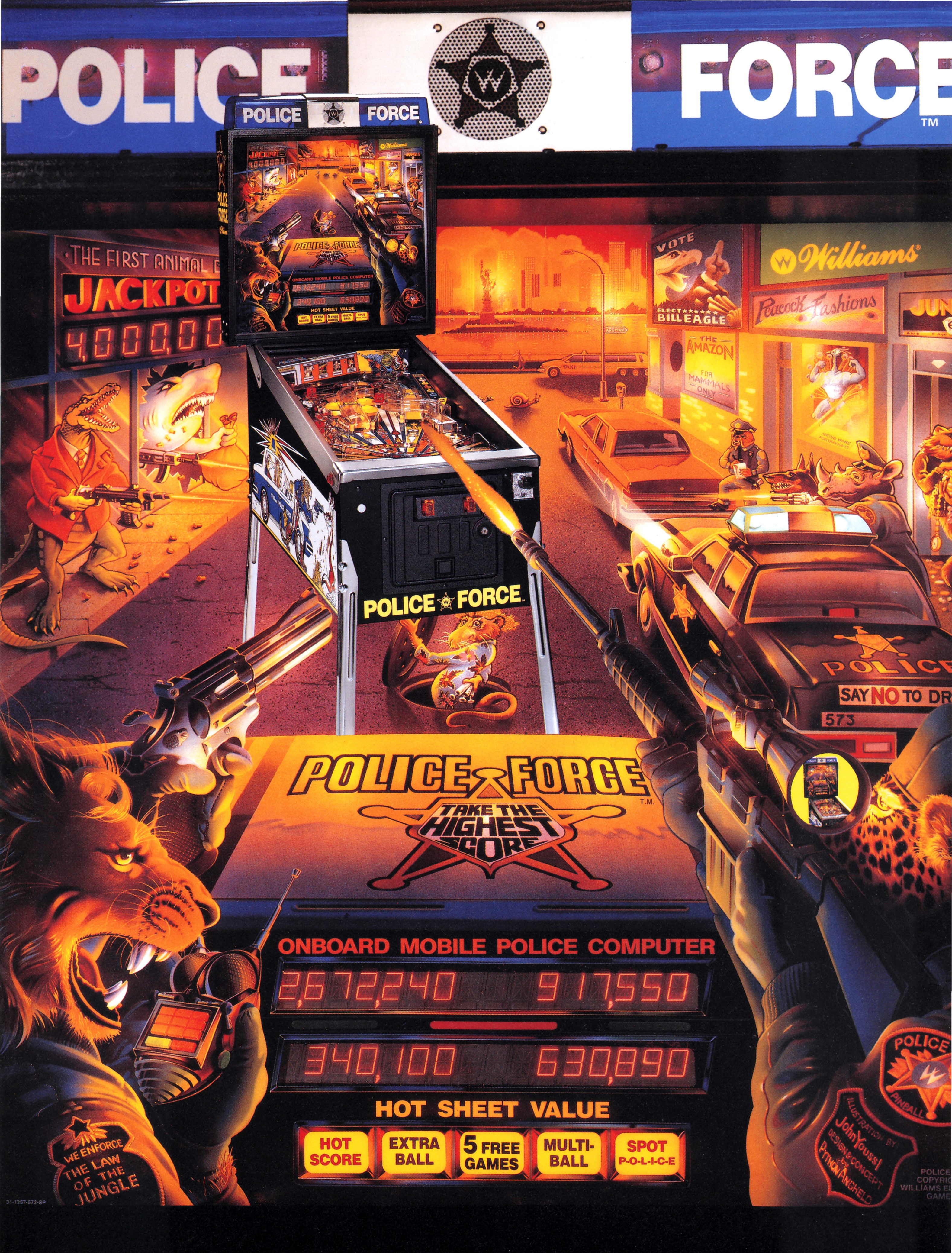
There are various other bets, including betting on a single specific number; this pays 35 to your 1 (because the wheel has 38 numbers, the true odds are 37:1). You can bet that either of any two adjacent numbers will win, with a payoff of 17:1. The dealer will explain other available bets to you during slow hours.

The house percentage is approximately 5.26 percent, with the exception being betting on 0 or 00 with three other adjacent numbers. In that case, the house percentage is 8 percent.

There are other casino games of chance to play, such as Keno, which will not be explained here. However, a variety of books and guides on casino gaming are available in book stores, many for under $2.50. The Gambler's Book Club, at 630 South Eleventh St. in Las Vegas, has an excellent selection of both new and used books on all types of gambling. They're open from 9 a.m. to 5 p.m., Monday through Saturday; tell them I sent you!

Have fun and good luck— you'll need it to win.

*Bob Snyder is president of Bob Snyder & Associates Inc., a nationally-recognized consulting firm. They specialize in casino gaming, gaming frauds, carnivals, and coin-operated redemption and video amusement games, particularly in areas involving creative game design and issues pertaining to game legality.* ☐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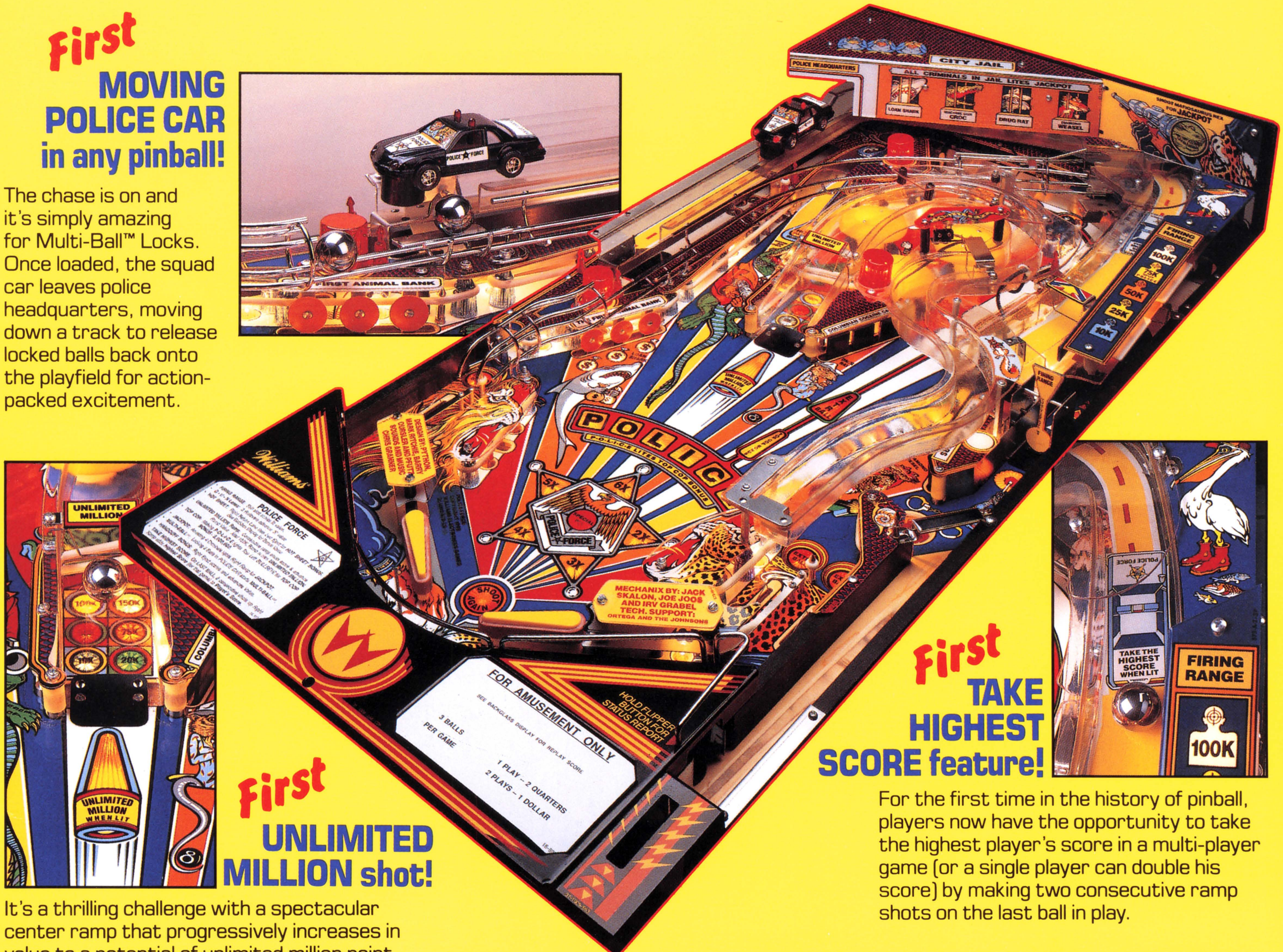
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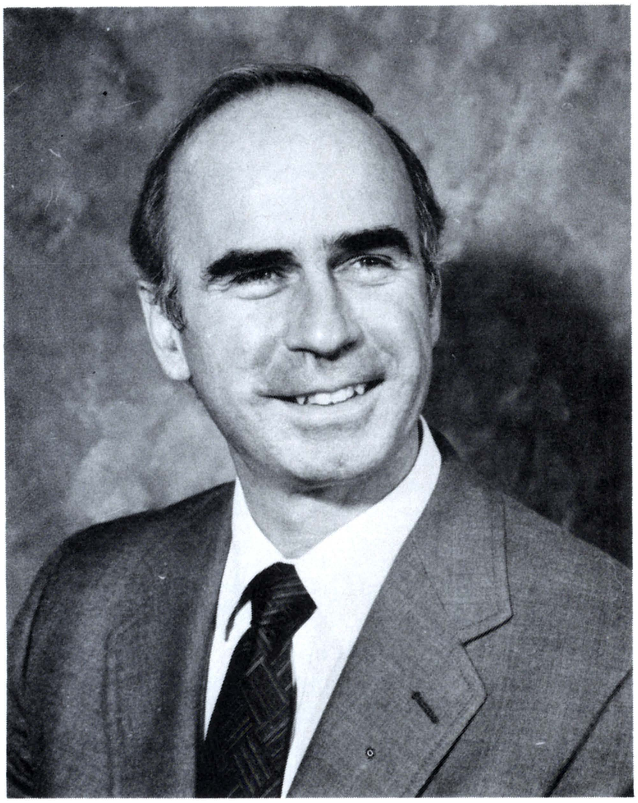


# Clyde Knupp

***Clyde Knupp has been the president of AMOA for the past year, traveling to nearly every state and delivering speeches of good will and encouragement. He says he has always been in the amusement business. He started in the outdoor entertainment industry, with he and his wife Diane opening a miniature golf course and driving range. Clyde then expanded his interests, traveling around the country with outdoor amusement rides.***

In the late '70s Clyde and Diane bought a route from an operator that was looking to get out of the business. His company, Amuse-O-Matic, is in Fort Dodge, Iowa. Clyde joined AMOA in 1976 and says it was one of the best things he's ever done for his business. He strongly believes that anyone who takes his business seriously owes it to himself to join the association.

**Did you ever think you would be president of the association just 13 years after joining?**

Definitely not! But it just goes to show you that once you join and get involved anything is possible.

**What do you tell people that don't belong? What are the advantages?**

For one thing, I can't imagine anyone who is going to be in the industry not belonging to the national association. It is the association of the industry. There are always those people that say AMOA doesn't do anything for them. It's a question of convincing them that AMOA, in working towards a better industry, is doing a tremendous amount for everyone in it. When I look at the things that AMOA is doing, like the legislative effort, I am impressed. The Washington Conference in Washington, D.C., has come a long way. Of course, it may not touch the guy that is asking, "What is AMOA doing for me?". But I do think the Wayne Hesch scholarship fund is something that AMOA is doing for operators. It can help an employee, their families, or even operators if they wanted to go back to school. That's only one thing. The educational programs are a tremendous effort from AMOA. What we are doing there at Notre Dame, the traveling shows, and at the AMOA show is one of the biggest features AMOA offers.

What AMOA has done with standardization has benefitted everybody. It's been through the efforts of the manufacturers and through AMOA that the standardization policies have saved operators time and money.

**Has the membership been fairly steady or do you see it drop when times are good and increase when things are bad?**

It has been steady but we have had a decline. Of course, some of that is due to buy outs. But I think we could do a much better job of selling memberships. We are working with manufacturers, trying to get more operators to join. That's one thing we talked about at our joint meeting. The manufacturers have agreed to help by offering to pay $50 of the membership for someone who doesn't belong. That is a very nice offer from the manufacturers. They are willing to do it because they know it is important for operators to know what is going on in the industry and be a part of it. The only way to educate our people is for them to be involved in the associations.

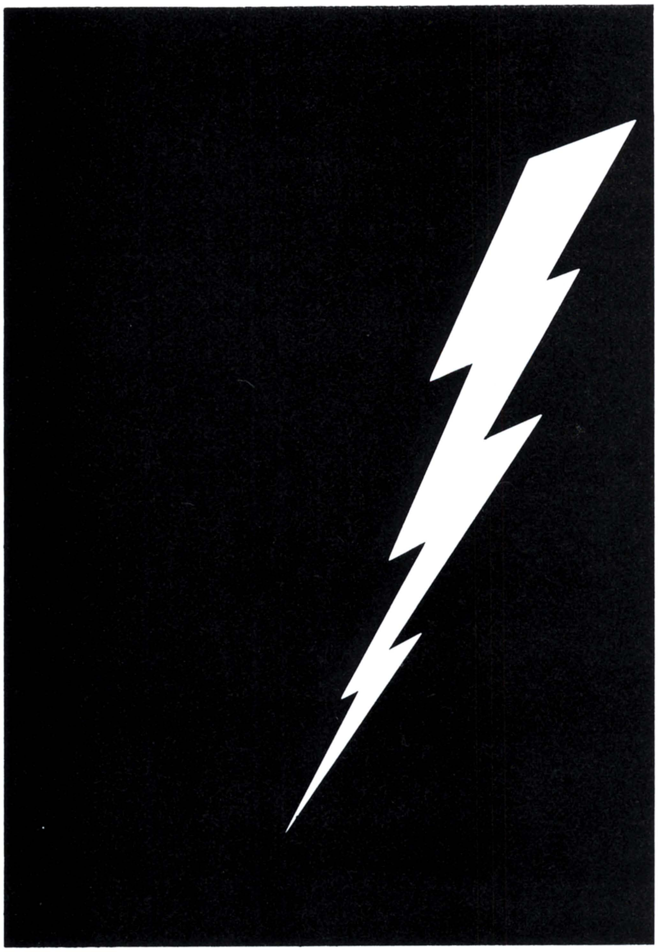
**Could you explain how AMOA is structured and who makes the decisions?**

That is a tough question. Most of the time we work on a committee structure. The committees are each involved in different areas so all those decisions are made at the committee levels, whether it be the show or whatever. There is also the executive committee, which is the controlling body that makes the ultimate decisions. The executive committee makes final decisions on major issues. If there are things that are above and beyond that, they would go to the total membership. The executive committee consists of the five immediate past presidents, the four principal officers, and the three vice presidents in their last term in office.

*"I can't imagine anyone who is going to be in the industry not belonging to the national association (AMOA)."*

**Is there still friction between AMOA and AAMA?**

The relationship is on a positive and upbeat nature. I think, as we go in to the '90s, that is has to be that way. We have to work together to be able to better the industry. I think the times are right for us working together. Even in the world news, President Bush and all the world leaders are working in the same direction. That's not to say that we will always agree on everything. But when you do disagree you have to keep your perspective. As an industry our goals are common. As Dick



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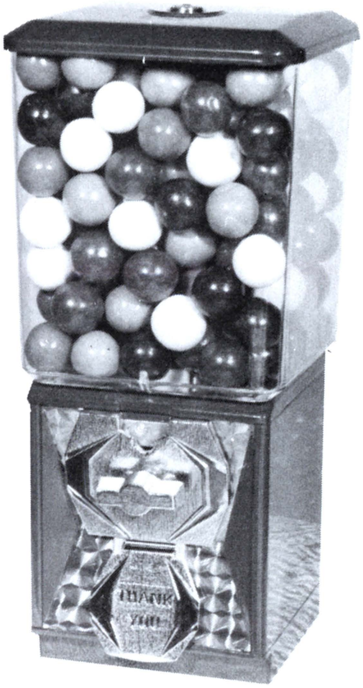

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Hawkins always says, "We all eat out of the same cashbox." And I think it's very true.

One of the biggest areas we will be concentrating on in the '90s will be marketing. We can't do it by ourselves. We have to do it with the manufacturers and distributors and everyone in the industry. We all have to work together so the bottom line is more money in the cashbox.

**Was marketing one of the subjects at the recent joint meeting between the two associations?**

It sure was. We haven't talked about specifics. Before we get into specifics, we have to get our goals established and determine what we ought to do as an industry. The good examples are the things that have already happened in the past. The VNEA was an organization founded with everyone working together: the manufacturers, distributors, and operators. That's a real case of marketing. We took the pool

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Pictured, from left: Clyde Knupp, AAMA executive vice president Bob Fay, Tecmo's Michael Robinson, and Romstar's Joyce Kaehler.

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table and developed the scheme to market it. We have the organization of the pool leagues and it really helps the cashbox.

We have now applied the same thing in darts. AMOA formed the National Dart Association and is trying to do the same thing as was done with pool, only we're moving a lot quicker because it's more of a concerted effort. With all of the manufacturers working together, it makes a tremendous tool for us as operators.

I also have to mention the jukebox promotion committee. It has come a long way, but it has a long way to go. I see it as manufacturers, distributors, and operators working together to accomplish common goals. We have achieved a lot. But we haven't really gotten into the complete concept of marketing because we don't have a tactic yet. Once we get that, we will be able to achieve a lot more.

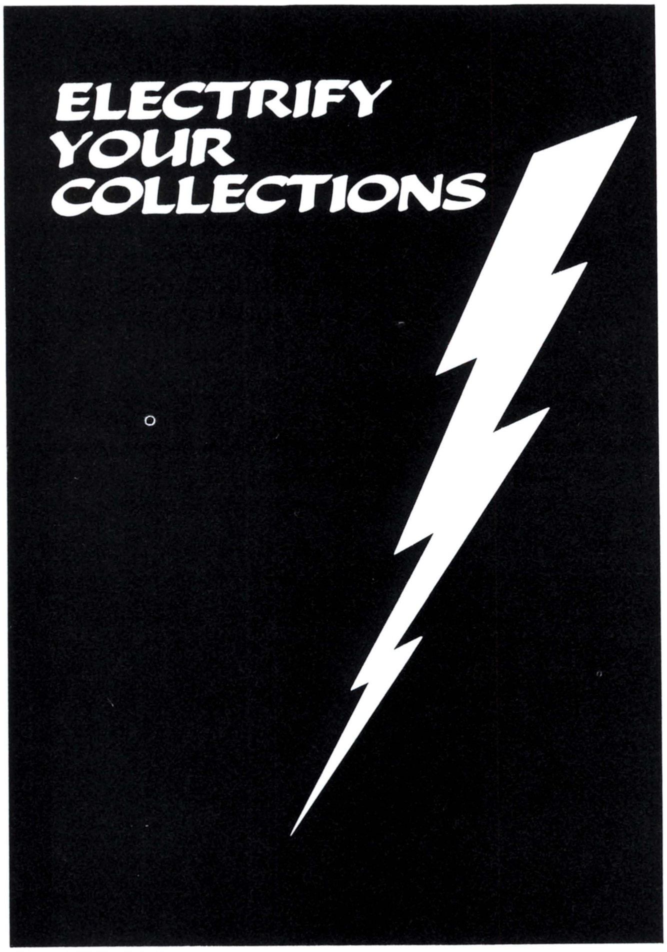
We will take the marketing efforts to other products, such as pinball, video, and other things.

> *"I think what (jukebox) operators have now is a system that just works for the performing rights societies."*

**You had mentioned the Washington Conference. It has come a long way and I'm impressed with what goes on there. How can we convince operators to participate? And are AAMA and AMOA going to do it at the same time next year?**

Yes, we will be doing it together next year. We decided we want to put one strong effort together and a good follow-up. I think you're right when you say that most people don't realize the value of the conference. When we first sat in board meetings and talked about it, I was serving as mayor of our city. The mayors get together in D.C. to lobby. What I learned is that other industries, other people are more organized. Especially after we look at the copyright failures of 10 years ago, we realize the need for organization. We made some headway but we weren't organized as an industry.

I spent a lot of time on the phone then, trying to get operators to write their congressmen and do something. Boy, they just wouldn't do it. After starting the Washington Conference, I can see people getting more politically active. If we can get operators in all parts of the country to know their representatives on a first-name



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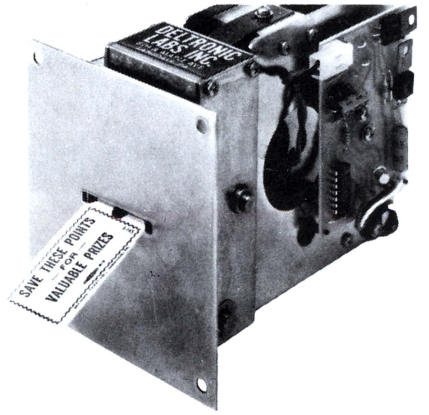

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basis, we can achieve a whole lot for our industry. Just the officers can't do that. It takes everyone working at it.

**I don't think they really realize what you are accomplishing in Washington. If they had any idea, they would be there.**

We just have to keep talking about it; each year we'll add a few more. Each year there are more and more operators participating. I just think that it's rewarding. It is such a good experience.

**You mentioned copyright legislation of 10 years ago concerning the jukebox license fees. Wally Bohrer said recently that he felt AMOA had more clout in Washington now, so if negotiations don't result in an equitable fee, you were prepared to go to Congress. What is the outlook for the jukebox license fee negotiations?**

Knupp with his wife Diane and Jack Kerner, the next AMOA president. Standing beside Kerner is his wife Shirley.

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We are working on it right now. All we know so far in discussions is that it doesn't sound like they want to give us a break. That's unfortunate. They are talking about raising the fee. Of course, in any negotiation, they've got to start somewhere.

**Who from AMOA is on that committee to negotiate with the performing rights societies?**

Dick Hawkins, Dock Ringo, John Estridge, Wally Bohrer, and Bob Nims.

**There aren't any clues yet as to what might happen, but what would be the best AMOA would hope for out of these negotiations?**

Since I'm in the background music business, I look at it like this: we use music and we pay. We have a bulk license. Through the bulk license agreement we have a way of paying by the month, so it's less painful. We pay by location. Basically, we pay a fee based on our gross receipts, but it is a pretty small percentage. What they have done is work out a system that works for both entities.

I think what jukebox operators have right now is a system that just works for the performing rights societies. There are no big benefits for jukebox operators. If I operate one location, the failure of the system is that I pay the same fee for that one location as if I operate 100. In background music, if I'm a large user my rates are a lot less. We use background music 24 hours a day, seven days a week. On the other hand, I am paying for the use of my jukeboxes, but I'm only using them several hours a day. I think it's very unfair the way that jukebox operators are getting treated from those two perspectives. I hope we can negotiate something that is more equitable.

*"AMOA and AAMA have to work together to be able to better the industry."*

**Here it is, the 100th anniversary of the jukebox; there has been a lot of publicity. Also, CD music is getting its fair share of attention. Is any of this hurting or will it hurt efforts to negotiate a more equitable license fee?**

You have to look at the music industry. Up until we started pushing people to invest in music because it is a good investment, most of the equipment out on locations was probably in excess of 15 years old. What's happening now is that

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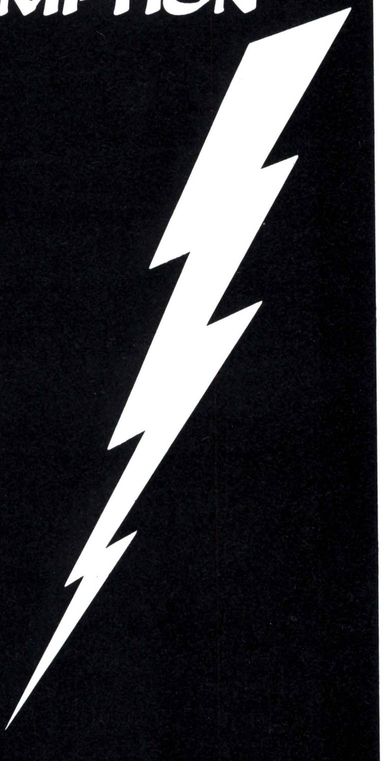

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operators have to reinvest in their equipment. The operator has been studying and has been very cautious about getting into CD. I have no problem with that; it's a good way to do business. The bottom line is they are buying more music and manufacturers and distributors are selling more music.

I guess I am cautious because the societies do use that as a tool against us. But the societies should be realistic and understand that it is a heck of an investment we have in jukeboxes. It's different from other forms of music; we have to have return on our investment. They can't be shortsighted. From their standpoint they look at it as money. But overall, I am hopeful that we will negotiate a settlement that will satisfy both parties.

**Is there a deadline for the outcome of the negotiations?**

Something will be decided by the end of this year.

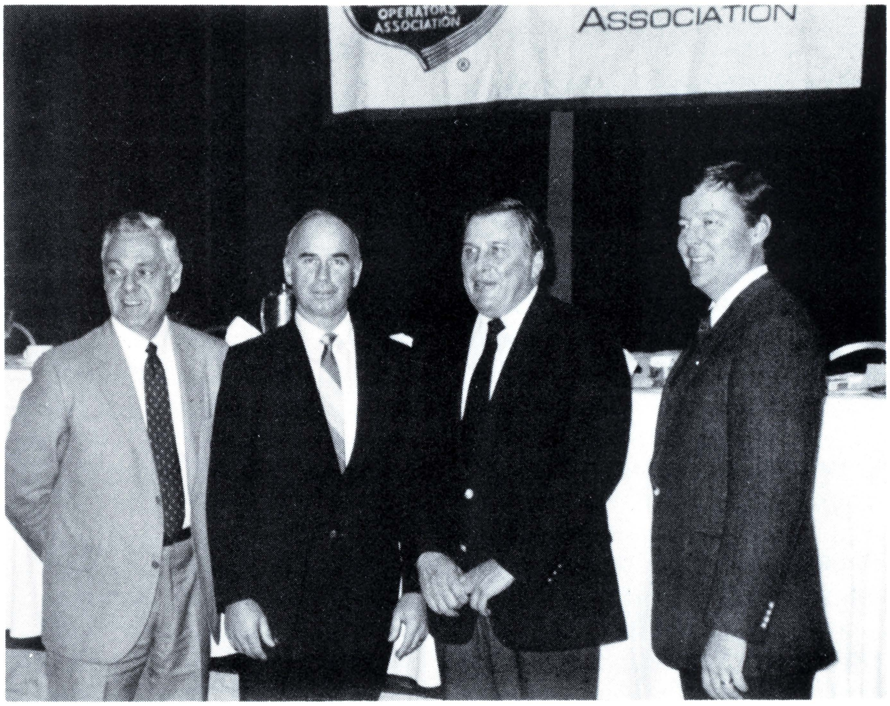
**How much focus is there on cigarette machines and related legislation, like banning the sale of cigarettes through vending machines?**

There's a new group with Tiny Weintraub, Jack Kerner, and some others that have been working on that issue. AMOA is doing what it can, but there's not much to do except keep a watchful eye. When we are on the Hill we are always talking about the cigarette industry. It's a very tough issue. It comes down to rights — whether we have any or not. The cigarette people are really getting beat up on.

The cigarette taxes are very high. Take Minnesota, where it is 38 cents a pack, and Connecticut, where it is 40 cents per pack. It's incredible what they have done to the cigarette industry; they are really taxing the world out of it. A lot of it is used as a political football, since it's popular to talk against it. It's too bad, because the tobacco industry is an industry. If they did that to hog farmers, Iowa would be up in arms.

**Of the approximately 1,400 companies that belong to AMOA, how many operate cigarette machines?**

There's a large percentage; I would say it's over 50 percent. And there are a lot of big cigarette vendors.



AMOA officers, l to r: Jack Kerner, Clyde Knupp, Wally Bohrer, and Jim Trucano.

*"They are really taxing the world out of the cigarette industry. It's used as a political football, since it is popular to talk against it."*

**The dollar coin is a major issue. What's going on in that area?**

It's going to take awhile to get over the hurdle. We have the image of the Susan B. Anthony that we have to live with. We have done a lot, and the coin coalition has done a lot, to turn that image around. Public opinion has changed quite a bit. I don't think some operators realize how important the dollar coin is. A lot of them are sitting on their hands and not saying how badly we need it. If you talk to people in Canada that now have the dollar coin, they will tell you how well it's doing. They have also gotten rid of the dollar bill. It has made all the difference in the world to operators there.

In pool alone they went to 75 cents a long time ago. However, now with the dollar coin, they are now at $1. It makes it so easy, and it's incredible how the revenue has jumped. That's only one item, but when it comes to video and pinball we can't work on a quarter. A quarter is only worth seven cents in buying power, so we are, in effect, working with the old nickel. Anybody who would put out a nickel machine would realize that we should be working harder than ever to get the dollar coin legislation passed.

**How has AMOA been working on poker machine legislation?**

Phil Benson heads up the committee on that. We call it truth in amusement. It's basically video pokers and the whole gambling arena, something everybody does. Lotteries have dominated our lives and have put us coin machine operators in a back seat position. Montana has led the way. They have learned a lot and it has helped. Montana operators can legally operate poker games and are sharing the revenues with the state. The legislation is controlled.

I think that is the way it's going to be. I think we have to realize that if we are going to be in that business, our partner is the state. That is one problem that many operators are having; they don't want the state to be their partner. Quite frankly, that's just how it's going to be. It's a whole different arena than what we have ever dealt in. There are several states that are looking at it very seriously.

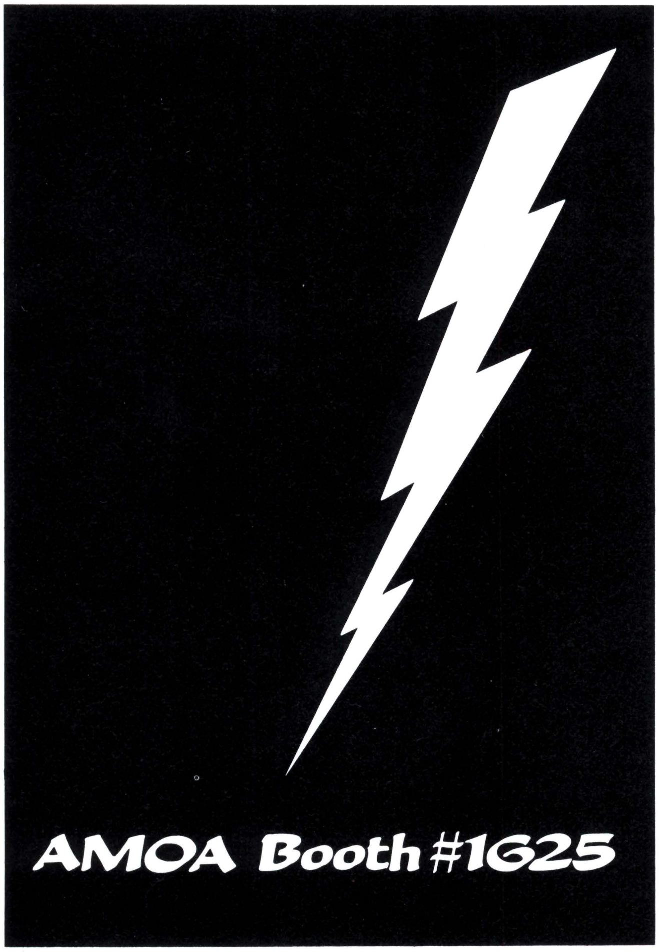
**How successful has the dart league program been?**

It is absolutely phenomenal. One good thing about the National Dart Association is looking at the bowling industry as an example. The bars and the drinking is like the cigarette industry getting picked on. So we have to be very cautious because the basis of our business is bars. We should start defending the interests of the bar owner. All of a sudden the liquor control commissions are really getting tough on drunk driving, which I agree with. But look at a guy who goes out on bowling night. He drinks a lot and doesn't even think about drinking. He went to the bowling center to bowl. So what we are doing with darts and pool is the same concept. Many operators don't look at the long-term benefits. It really does work. We are giving people a reason to come into bars other than just drinking. The effects are tremendous, and down the road the dividends are great. I see interest everywhere.

*"We should be working harder than ever to get the dollar coin legislation passed."*

**This may be the toughest question. Why is the AMOA show so early this year, and is this a trend?**

The biggest reason is that the manufacturers asked for it to be earlier. We are going to try and move it into an earlier slot in future years. One thing is that the buying cycles of operators show that September and October are pretty slack periods of buying. So what the manufacturers asked us to do is have an earlier show. We're trying to get dates in September, but getting dates is tough. The next shows are into the first of October. We are in Las Vegas this year, New Orleans next year, Orlando in 1991, and then Nashville the next year.



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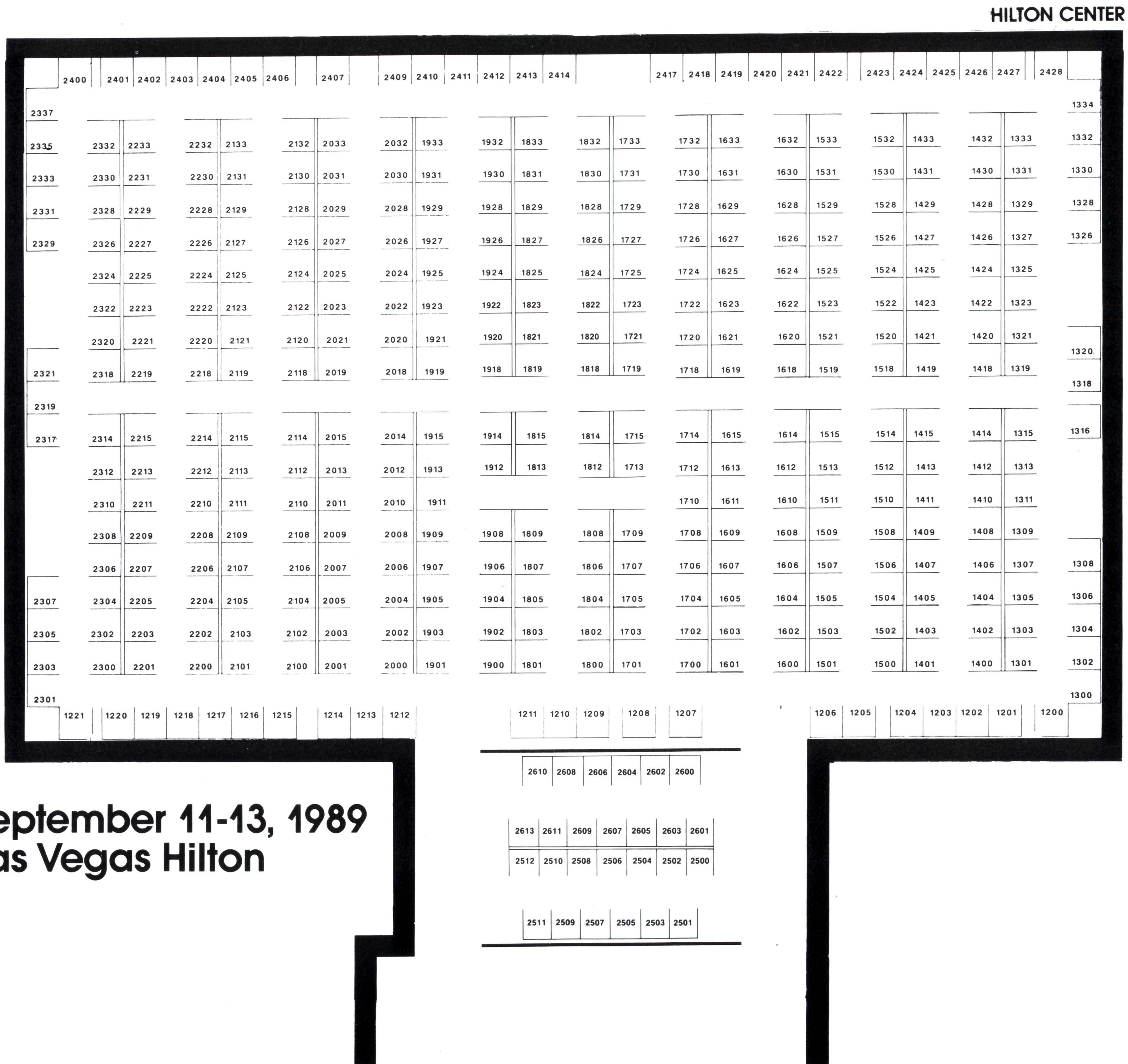
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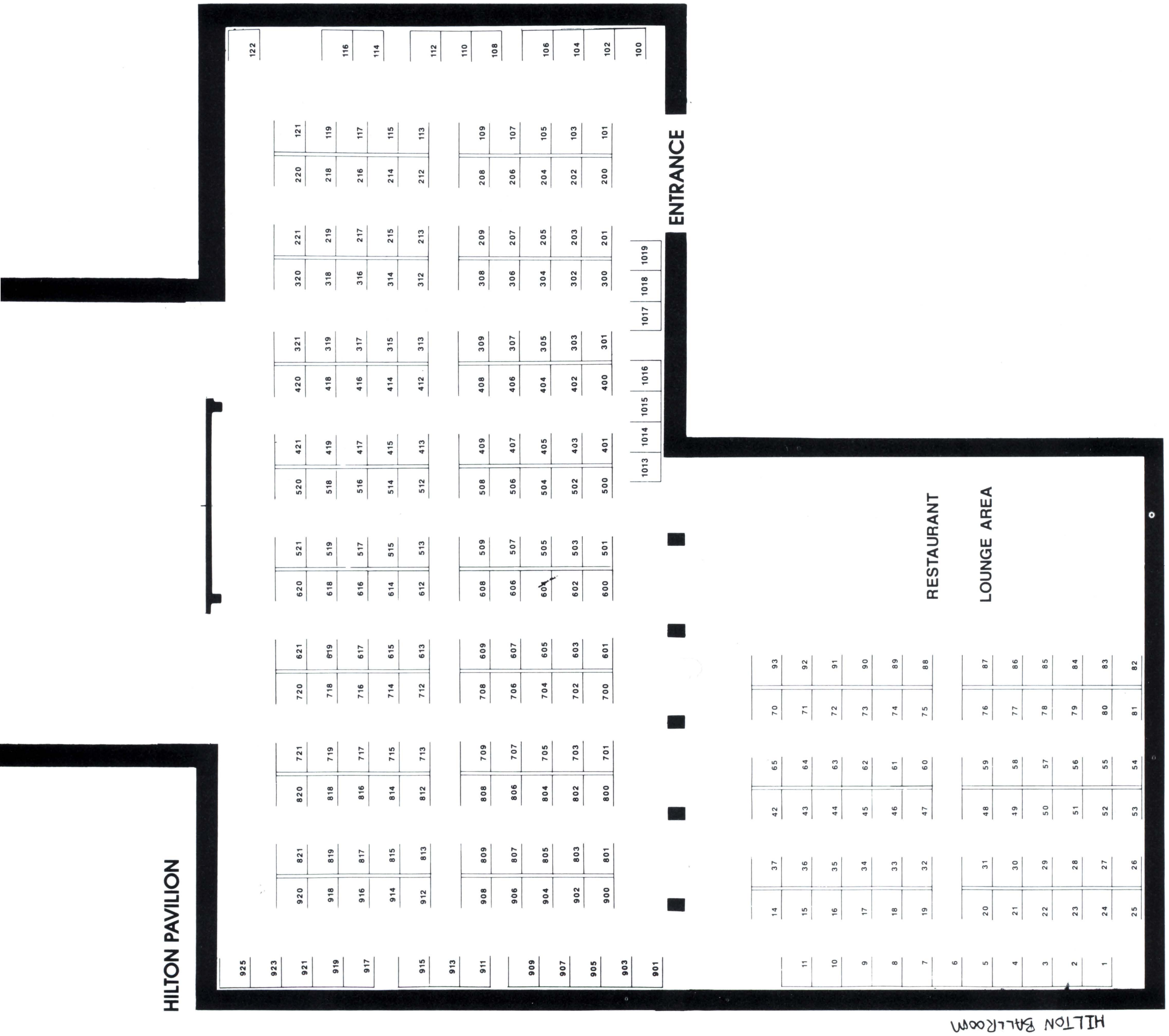
2314 2215 2214 2115 2114 2015 2014 1915 1914 1815 1814 1715 1714 1615 1614 1515 1514 1415 1414 1315
2312 2213 2212 2113 2112 2013 2012 1913 1912 1813 1812 1713 1712 1613 1612 1513 1512 1413 1412 1313
2310 2211 2210 2111 2110 2011 2010 1911 1710 1611 1610 1511 1510 1411 1410 1311
2308 2209 2208 2109 2108 2009 2008 1909 1908 1809 1808 1709 1708 1609 1608 1509 1508 1409 1408 1309
2306 2207 2206 2107 2106 2007 2006 1907 1906 1807 1806 1707 1706 1607 1606 1507 1506 1407 1406 1307
2304 2205 2204 2105 2104 2005 2004 1905 1904 1805 1804 1705 1704 1605 1604 1505 1504 1405 1404 1305
2302 2203 2202 2103 2102 2003 2002 1903 1902 1803 1802 1703 1702 1603 1602 1503 1502 1403 1402 1303
2300 2201 2200 2101 2100 2001 2000 1901 1900 1801 1800 1701 1700 1601 1600 1501 1500 1401 1400 1301
1221 1220 1219 1218 1217 1216 1215 1214 1213 1212 1211 1210 1209 1208 1207 1206 1205 1204 1203 1202 1201 1200
2610 2608 2606 2604 2602 2600
2613 2611 2609 2607 2605 2603 2601
2512 2510 2508 2506 2504 2502 2500
2511 2509 2507 2505 2503 2501

## September 11-13, 1989
## Las Vegas Hilton


ENTRANCE
RESTAURANT
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HILTON PAVILION
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# Exhibitor List

***Please note that most of these companies have more than the one booth listed. However, the purpose of this list is to help you find the company you are looking for; listing one booth number will make it much easier to read.***

**A-1 Products . . . . . . . . . . . . 1316**
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Beaufort, NC 28516
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(314) 531-8880

**Adastra Inc. . . . . . . . . . . . . . 1813**
8345 W. 16th Ave.
Denver, CO 80215
(303) 231-9199

**Advanced Graphic Designs . 2427**
4673 Aircenter Circle
Reno, NV 89502
(702) 827-8110

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Reno, NV 89503
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Portland, OR 97209
(503) 222-3103

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**Div. of Red Baron . . . . . . . . . 2229**
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Toledo, OH 43617
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(201) 865-6633

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1718 North First St.
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**Amusement Equipment Exchange . . . . . . . . . . . . . . . 100**
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(309) 788-0135

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(516) 654-1197

**Arachnid Inc. . . . . . . . . . . . . . 417**
6421 Material Ave.
Rockford, IL 61132
(815) 654-0212

**Ardac Inc. . . . . . . . . . . . . . . . 1203**
34000 Vokes Drive
Eastlake, OH 44094
(216) 946-3000

**Asahi Seiko USA Inc. . . . . . . 1326**
4029 S. Industrial Road
Las Vegas, NV 89103
(702) 794-2920

**ASCAP . . . . . . . . . . . . . . . . . 1218**
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New York, NY 10023
(212) 870-7578

**Atari Games Corp. . . . . . . . . 1901**
675 Sycamore Drive
Milpitas, CA 95035
(408) 434-3700

**Automatic Products . . . . . . 1212**
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Irvine, CA 92720
(714) 838-6607

**Axlon Inc. . . . . . . . . . . . . . . . . . 82**
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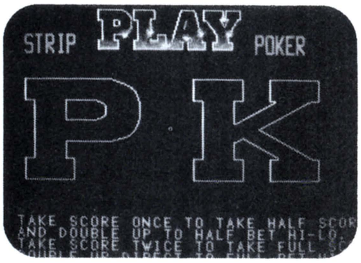
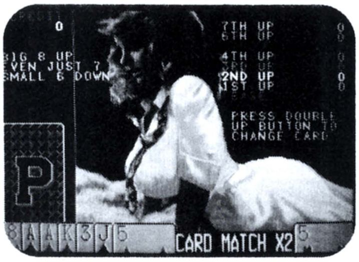
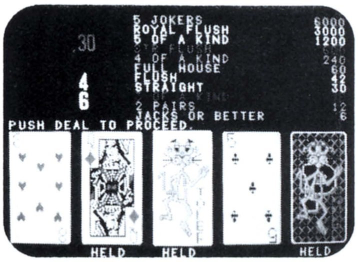

STRIP
PLAY
POKER
P K
TAKE SCORE ONCE TO TAKE HALF SCOR
AND DOUBLE UP TO HALF BET HI-LO,
TAKE SCORE TWICE TO TAKE FULL SC


0
BIG 8 UP
EVEN JUST 7
SMALL 6 DOWN
7TH UP 0
6TH UP 0
4TH UP 0
2ND UP 0
1ST UP 0
PRESS DOUBLE
UP BUTTON TO
CHANGE CARD
P
8 A A K 3 J 5
CARD MATCH X2
5


.30
5 JOKERS 6000
ROYAL FLUSH 3000
5 OF A KIND 1200
4 OF A KIND 240
FULL HOUSE 60
FLUSH 42
STRAIGHT 30
4
6
2 PAIRS 12
JACKS OR BETTER 6
PUSH DEAL TO PROCEED.
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*MORE EROTIC THAN PLAY-MATE OF THE YEAR!!!*

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PERCENTAGES FROM 48%
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EASY DIP SWITCH SETTINGS

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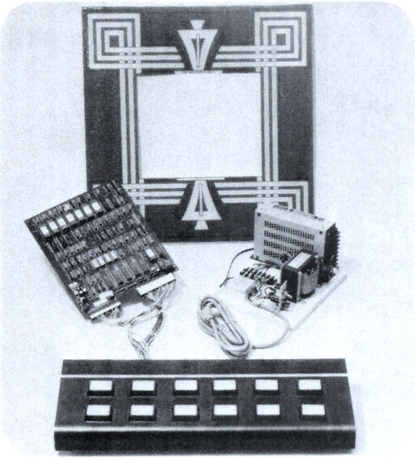
*All Assembled for Easy Instalation!*



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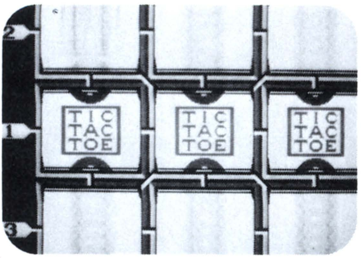
2
1
3
TIC TAC TOE
TIC TAC TOE
TIC TAC TOE

## TIC - TAC - TOE

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(201) 349-1994

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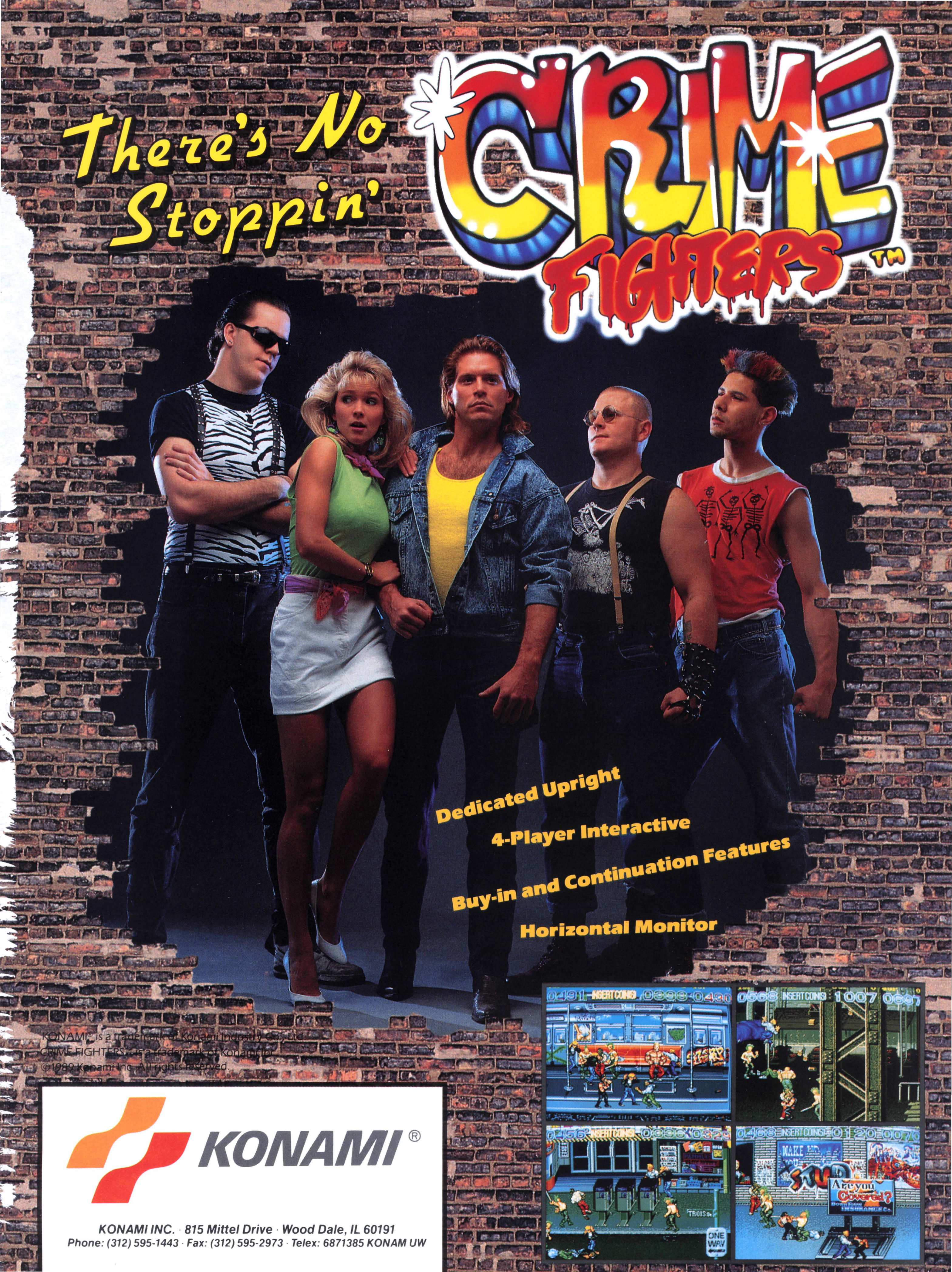
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ONE WAY
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**Dedicated Upright**

**4-Player Interactive**

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**Horizontal Monitor**

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2. **4-Player Interactive**
3. **Buy-in and Continuation Features**
4. **Horizontal Monitor**
5. **Player's Controls Are: 1 8-way Joystick**
   **2 Buttons: Punch**
   **Kick**

**Description:**

Are you tough enough to take on the sleaziest underground characters imaginable in order to rescue several beautiful girls? This is the challenge you must face to become one of the city's daring **Crime Fighters.**

The innocent girls have been kidnapped by the city's most notoriously evil mob leader. His gang includes some pretty scary punks, so beware. Leather-clad thugs armed with knives, spike heads carrying steel pipes, and gun-toting gangsters are just a handful of the adversaries you will encounter. If you can wipe out these killers using your fighting skills (punching and kicking), you can pick up their weapons. These weapons will come in handy when you face even more brutal enemies, like bikers, karate experts, attack dogs, and more.

The search leads through 8 different sections of the city.

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2. Subway Train
3. City Street
4. Abandoned Warehouse
5. Rooftoop
6. Back Street
7. Waterfront
8. Warehouse

These are definitely not the nicest places in town, but the girls are counting on you. Be on the lookout—things in these different areas that seem to be harmless may surprise you, and sneak attacks are not out of the question.

When, at last, you reach the prison where the girls are being held, you will be facing the mob's top men. They are heavily armed, so plan your attack carefully. Once you get them out of the way, you will have to face the boss himself. If you are strong enough to destroy him, the girls can be safely released from their captivity.

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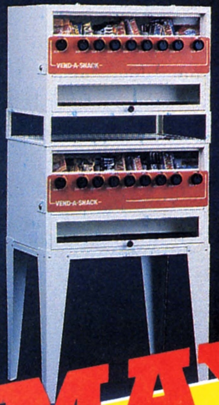
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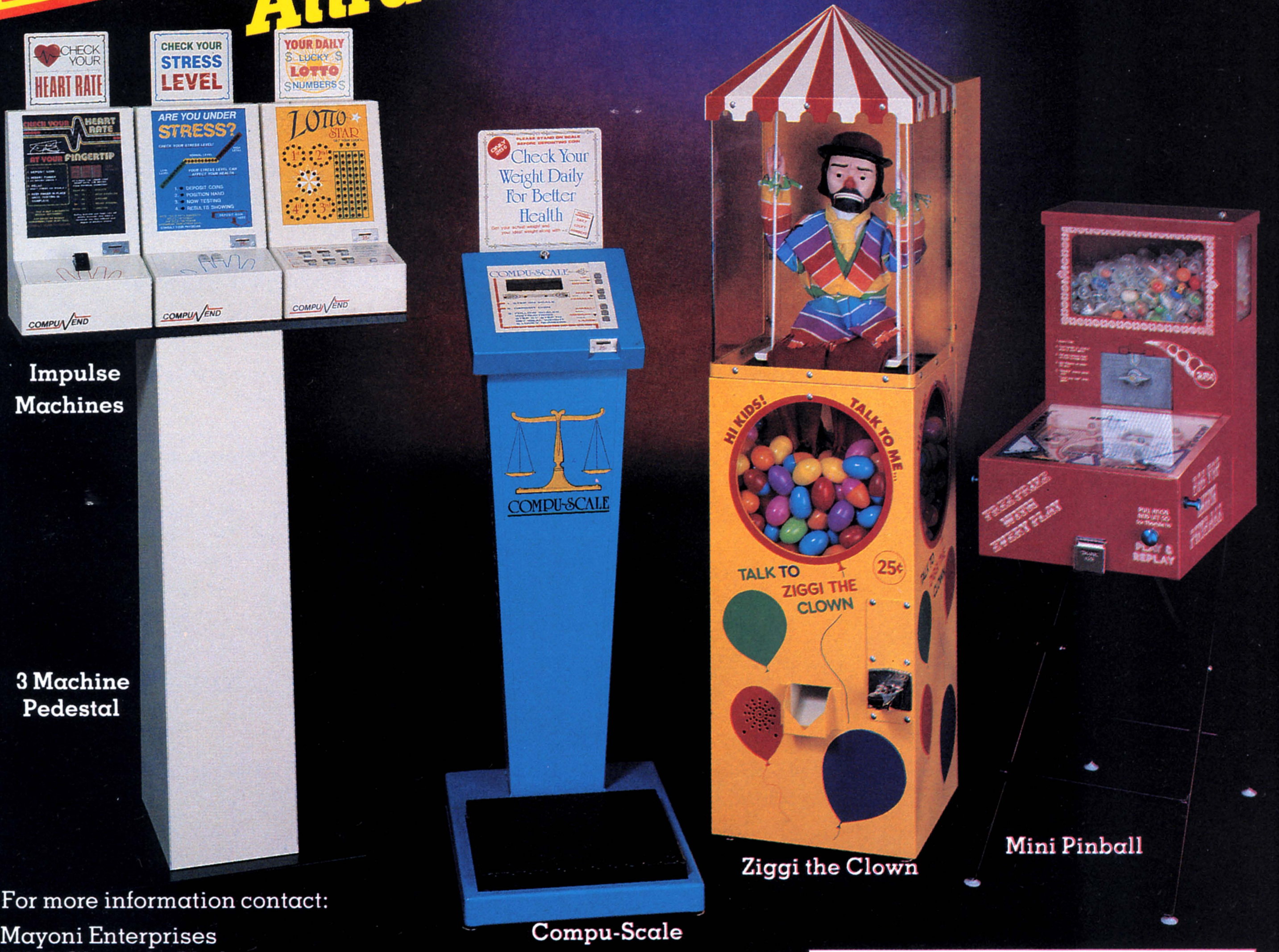
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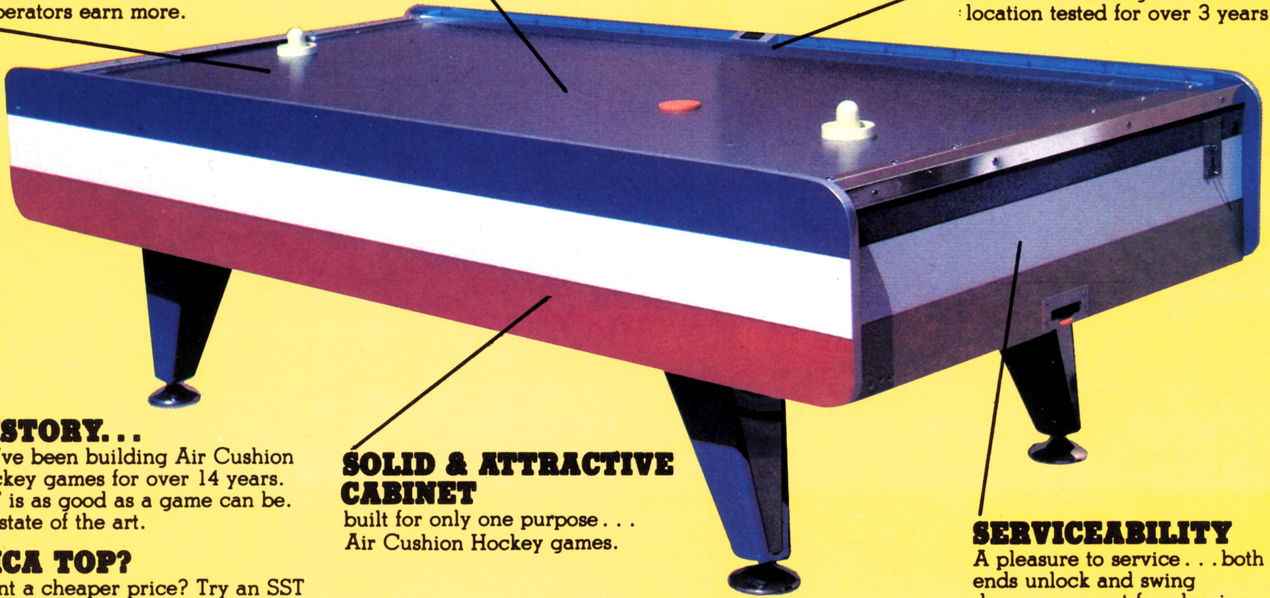

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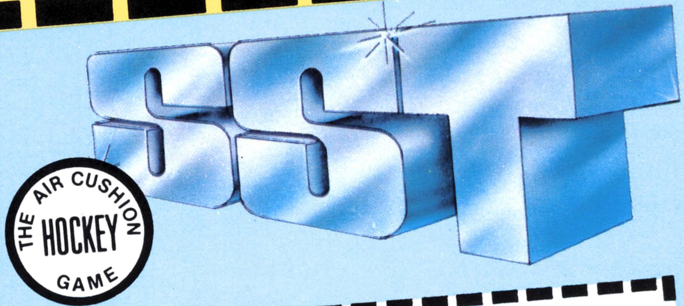
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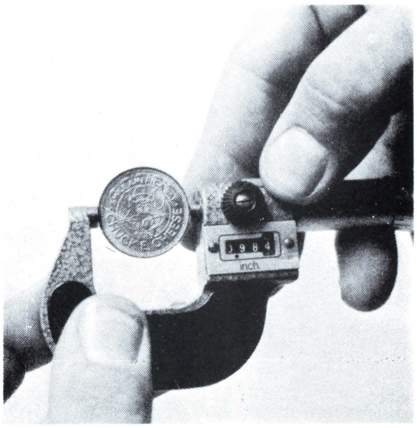

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# Sega keeps 'em revvin'

Sega previewed its latest in driving simulation and two other games on Aug. 4 in Chicago.

Available in deluxe cockpit, cockpit, and upright, *Super Monaco GP* incorporates the latest in simulator technology to treat the player to even more racing excitement for his quarters.

In the deluxe version, new air-drive suspension whips drivers around every high-speed turn, bump, and curve. An innovative monitor magnifies the ultra-real graphics, and the multi-channel sound system takes the player to the authentic sounds of a race track.

The upright is attractive with its distinct racing graphics and unique-styled cabinet, which features the front of a formula race car.

Yes, the games are all in the higher-price range. However, these games take players beyond the technology they can play at home. So far the games are reporting high earnings.

Sega's Donna Cristich (l) and Lisa Montelbano with State Sales' Nick DiSabestino.

The game can also utilize Sega's "power link," which allows players to compete simultaneously on side-by-side games.

In addition to *Super Monaco GP*, Sega showed a horizontal kit, *E.S.W.A.T.* (ESpecial Weapons And Tactics). This game is a battle against conventional and unconventional urban crime by a force of specially assigned police officers clad in hi-tech armor. The player maneuvers around by way of an eight-way joystick and three punch buttons.

To please the growing number of golfers, Sega now has *Super Masters*. It features 3-D techniques that lend a realistic presence to the game. The control panel allows for one or two-player competition. It is available in a newly-designed cabinet featuring a 26-inch monitor.

Sega will be showing all of its new products at the AMOA show. ☐

Atlas' Jerry Marcus (l) and Pioneer's Joel Kleiman with T.O.P.'s Marsha Tarantelli.

POWERED by SEGA
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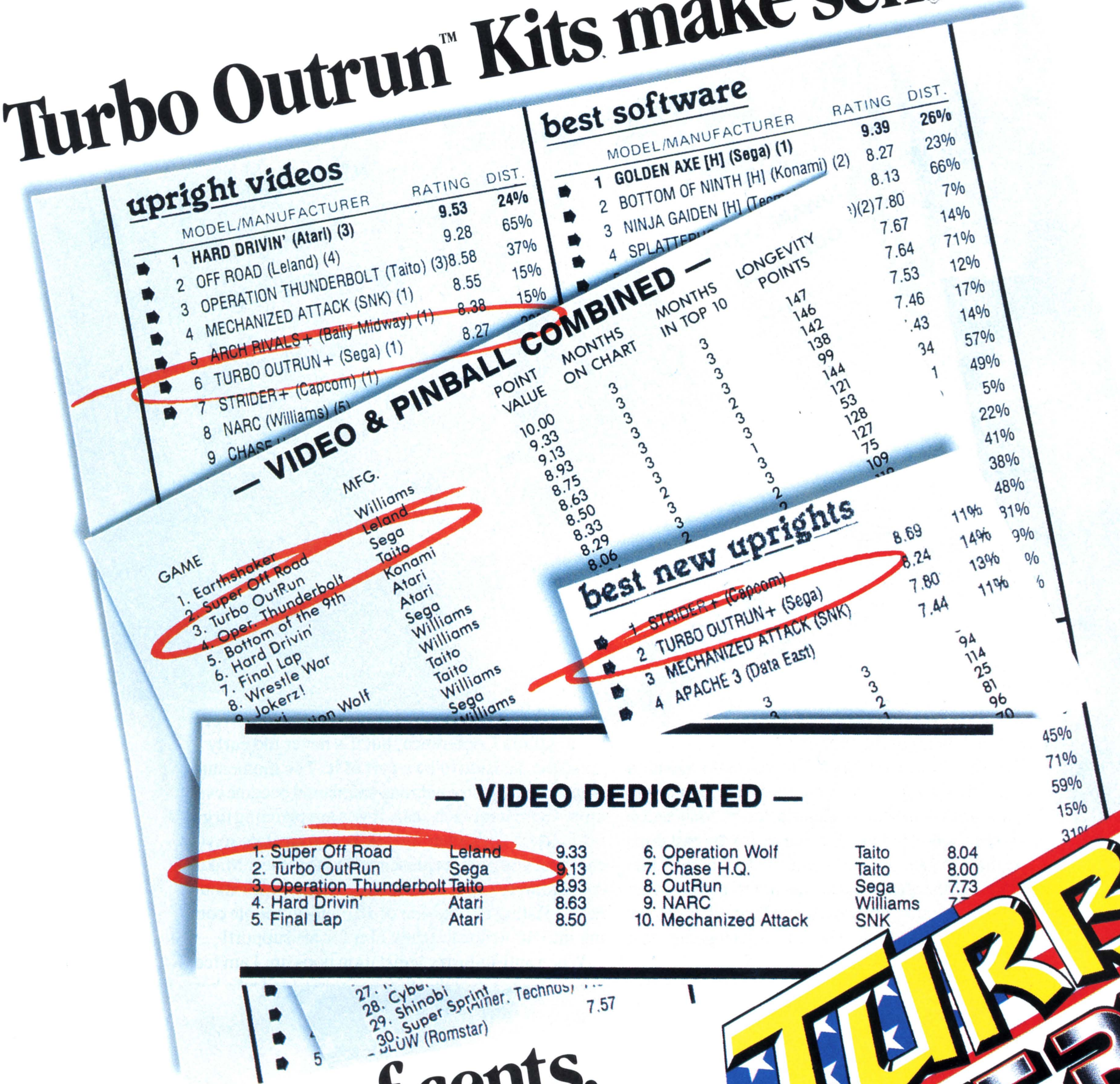
Lieberman's Glen Charney shows how it's done!

# Turbo Outrun™ Kits make sense.



## upright videos

| | MODEL/MANUFACTURER | RATING | DIST. |
|---|---|---|---|
| 1 | **HARD DRIVIN' (Atari) (3)** | **9.53** | **24%** |
| 2 | OFF ROAD (Leland) (4) | 9.28 | 65% |
| 3 | OPERATION THUNDERBOLT (Taito) (3) | 8.58 | 37% |
| 4 | MECHANIZED ATTACK (SNK) (1) | 8.55 | 15% |
| 5 | ARCH RIVALS+ (Bally Midway) (1) | 8.38 | 15% |
| 6 | TURBO OUTRUN+ (Sega) (1) | 8.27 | |
| 7 | STRIDER+ (Capcom) (1) | | |
| 8 | NARC (Williams) (5) | | |
| 9 | CHASE | | |

## best software

| | MODEL/MANUFACTURER | RATING | DIST. |
|---|---|---|---|
| 1 | **GOLDEN AXE [H] (Sega) (1)** | **9.39** | **26%** |
| 2 | BOTTOM OF NINTH [H] (Konami) (2) | 8.27 | 23% |
| 3 | NINJA GAIDEN [H] (Tecm | 8.13 | 66% |
| 4 | SPLATTERH | (2)7.80 | 7% |
| | | 7.67 | 14% |
| | | 7.64 | 71% |
| | | 7.53 | 12% |
| | | 7.46 | 17% |
| | | .43 | 14% |
| | | 34 | 57% |
| | | 1 | 49% |
| | | | 5% |
| | | | 22% |
| | | | 41% |
| | | | 38% |
| | | | 48% |
| | | | 31% |
| | | | 9% |

## — VIDEO & PINBALL COMBINED —

| GAME | MFG. | POINT VALUE | MONTHS ON CHART | MONTHS IN TOP 10 | LONGEVITY POINTS |
|---|---|---|---|---|---|
| 1. Earthshaker | Williams | 10.00 | 3 | 3 | 147 |
| 2. Super Off Road | Leland | 9.33 | 3 | 3 | 146 |
| 3. Turbo OutRun | Sega | 9.13 | 3 | 3 | 142 |
| 4. Oper. Thunderbolt | Taito | 8.93 | 3 | 3 | 138 |
| 5. Bottom of the 9th | Konami | 8.75 | 3 | 2 | 99 |
| 6. Hard Drivin' | Atari | 8.63 | 3 | 3 | 144 |
| 7. Final Lap | Atari | 8.50 | 3 | 3 | 121 |
| 8. Wrestle War | Sega | 8.33 | 2 | 1 | 53 |
| 9. Jokerz! | Williams | 8.29 | 3 | 3 | 128 |
| ation Wolf | Williams | 8.06 | 3 | 3 | 127 |
| | Taito | | 2 | 2 | 75 |
| | Taito | | | | 109 |
| | Williams | | | | |
| | Sega | | | | |
| | Williams | | | | |

## best new uprights

| | | | | |
|---|---|---|---|---|
| 1 | STRIDER+ (Capcom) | 8.69 | 11% | 31% |
| 2 | TURBO OUTRUN+ (Sega) | 8.24 | 14% | 9% |
| 3 | MECHANIZED ATTACK (SNK) | 7.80 | 13% | % |
| 4 | APACHE 3 (Data East) | 7.44 | 11% | % |

## — VIDEO DEDICATED —

| | | | | | |
|---|---|---|---|---|---|
| 1. Super Off Road | Leland | 9.33 | 6. Operation Wolf | Taito | 8.04 |
| 2. Turbo OutRun | Sega | 9.13 | 7. Chase H.Q. | Taito | 8.00 |
| 3. Operation Thunderbolt | Taito | 8.93 | 8. OutRun | Sega | 7.73 |
| 4. Hard Drivin' | Atari | 8.63 | 9. NARC | Williams | |
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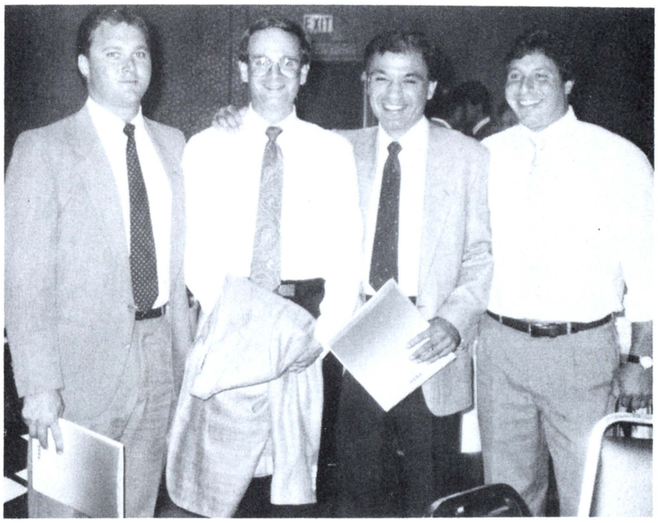
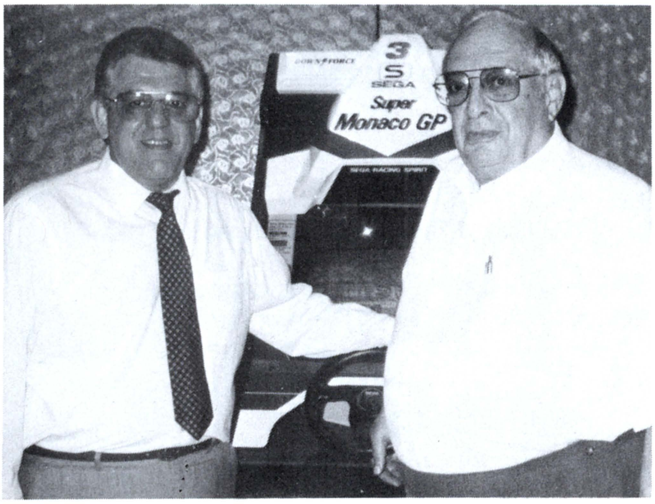


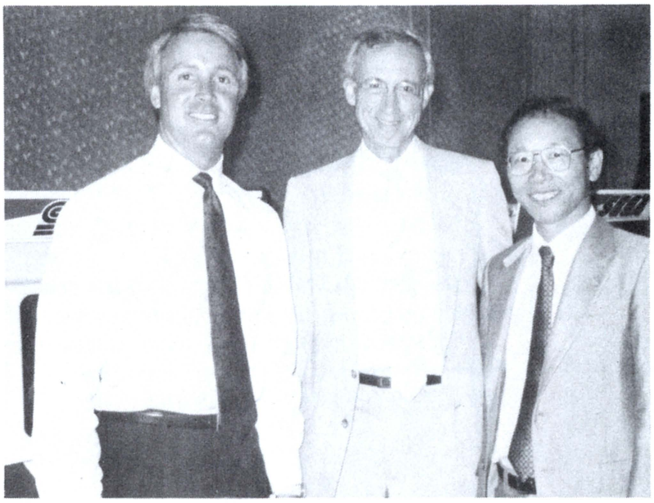
(l-r): Atlas' Bob Hansen, Kentucky Coin's Jay Waldman, and Atlas' Ed Pellegrini and Scott Lipman.

I don't know if Betson's Bob Boals is laughing because he's having so much fun or because he knows he's being photographed!

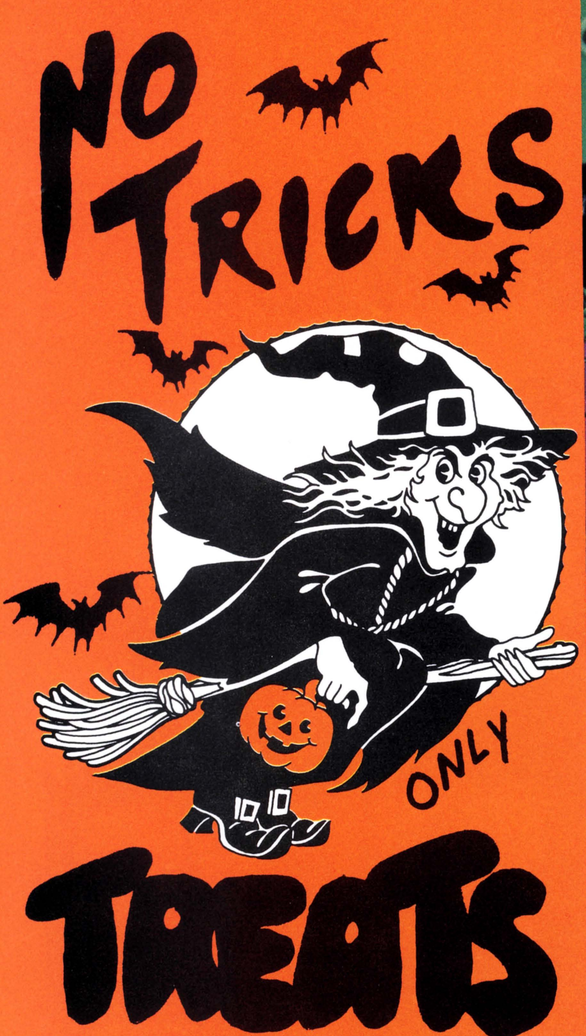
Belam's Mark Haim (l) with Bob LeBlanc of Rowe.



Tom Tarantelli of T.O.P. (l) with Lou Singer.



(l-r): Sega's Tom Petit, Maury Ferchen of Aladdin's Castles, and Sega's Scott Yasuda.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# Romstar bowls distributors over

Romstar gave its distributors a sneak preview of its latest games on Aug. 4 in Chicago. Its *Championship Bowling* is an alternating four-player vertical conversion kit.

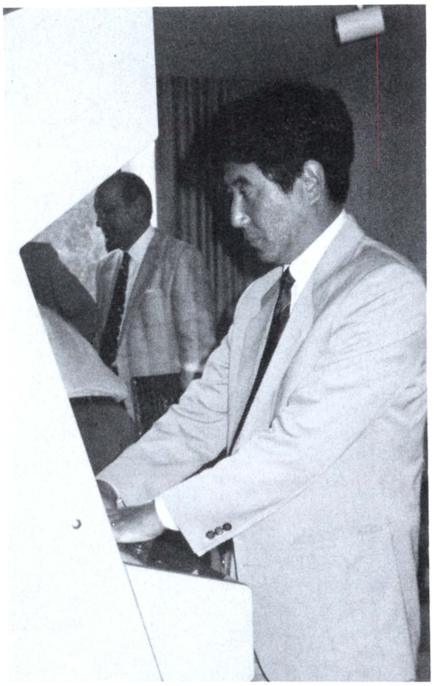
The game depicts a 10-frame bowling match, which allows players to choose their character. They can be a blond male, brunette male, blond female, or brunette female.

*Championship Bowling* has a variety of self-test features built into the program to assist the operator while the game is on location.

*Castle of Dragon* pits the player against the evil dragon, Zuriv. Zuriv has captured the princess and two brave kings must make their way to Zuriv's castle, defeat Zuriv, and save the princess. ☐

ROMSTAR
NEW GAME
NEW GAME
NEW GA

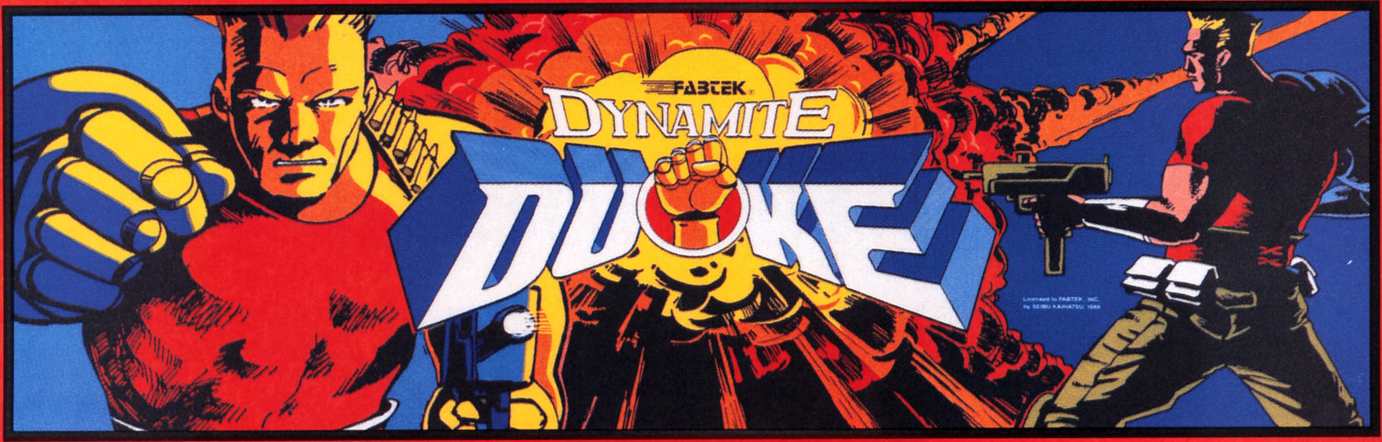
(l-r): Mr. Yasuki, Joyce Kaehler, Tim Jackson, Bob Hansen (Atlas Distributing), Rubin Franco (Franco Distributing), and Rene Lopez.



Mr. Yasuki plays *Championship Bowling*.

ROMSTAR
NEW GA
NEW GAME

Romstar's Tim Jackson (c) gives a demonstration on how to play *Castle of Dragon*.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*SEIBU KAIHATSU 1989*

# Atlas Distributors sponsor Playboy pinball tournament

Atlas Distributors of Pittsburgh invited its customers to a charity pinball tournament in mid-July, held at Chauncy's Nightclub. All proceeds went to benefit Pittsburgh's Children's Hospital. Coors Beer and ''Magic'' Radio 97 were also co-sponsors of the event.

The tournament was billed as ''the search for the best pinball player in Pittsburgh.'' Players tested their skill on Data East's newest pinball machine, *Playboy*, which commemorates 35 years of publication for the magazine of the same name.

Operators and their customers competed on the machines until late in the evening. Don Paul emerged the victor with a winning score of 5,434,210. He took home a full-size, gold model, *Playboy* machine donated by Data East. ☐

ATA EAST
35TH
PLAYBO
Anniversary

**The ladies had fun.**

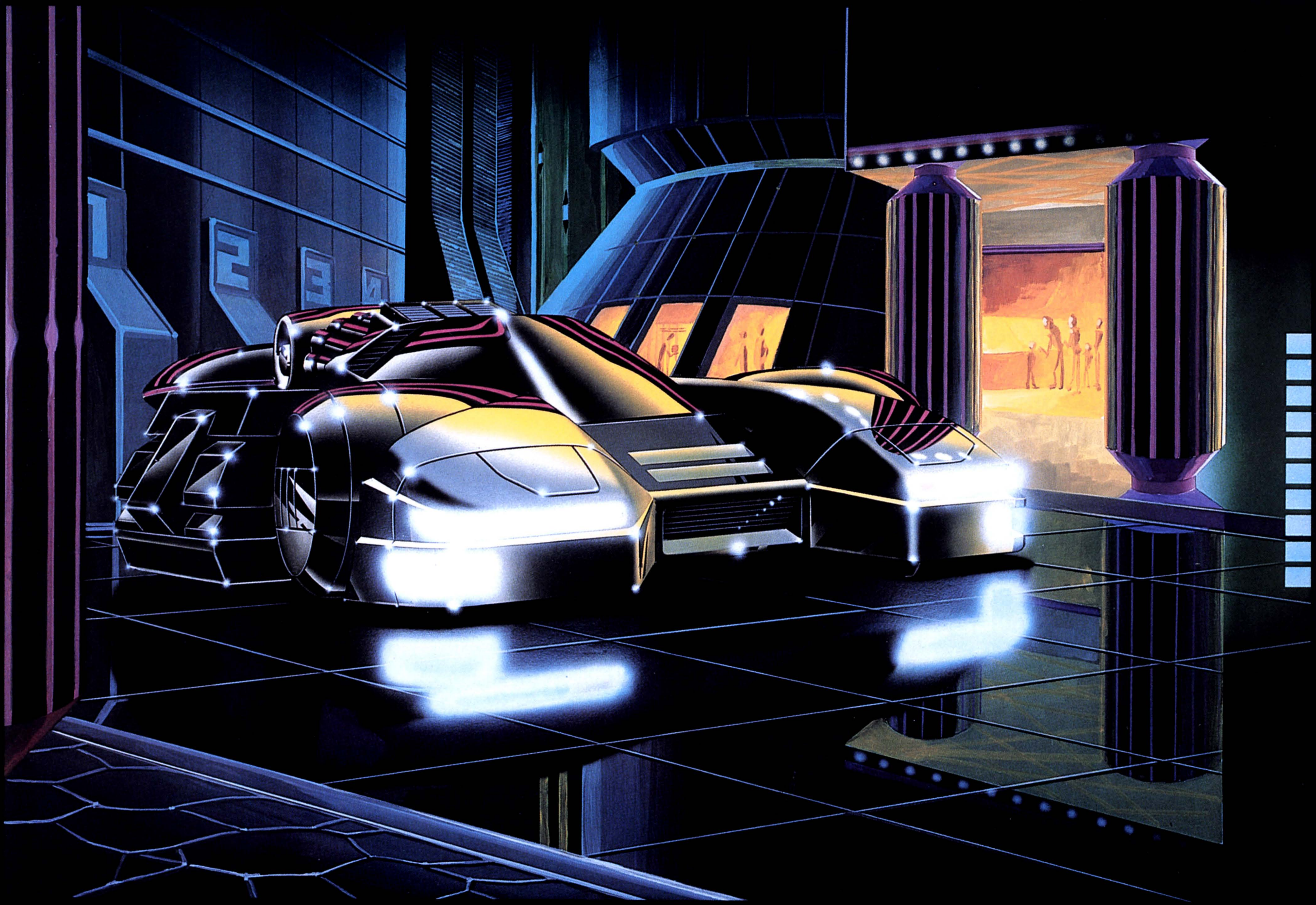
BOY 2
TOURNAMENT PLAYBOY 3
PLAYBOY
OY
35th
PLAYBOY
Anniversary

**The *Playboy* machines were kept busy.**

PLAYBOY 5
TOURNAMENT PLAYBOY 6
TOURNAMENT PLAYBOY
TOURNAMENT PLAYBOY

**''Kids'' of all ages waited their turns.**

# NIGHT STRIKER



FLY . . . . . . . . . . . . . . . . . . . .

DRIVE . . . . . . . . . . . .

SHOOT. . . . . . . .

TAKE A FUTURISTIC ADVENTURE

*It is the year 2009. The elite division of the United Nations Special Service Agency, NIGHT STRIKER, is attempting to locate kidnapped Dr. Lindbery Masca, a world authority on laser science. With the recent threat of global destruction facing the planet, it is imperative the good doctor be found. Only his vast knowledge of laser science can stop the evil forces and save the Earth from total annihilation.*

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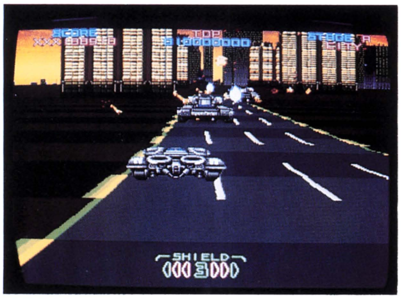
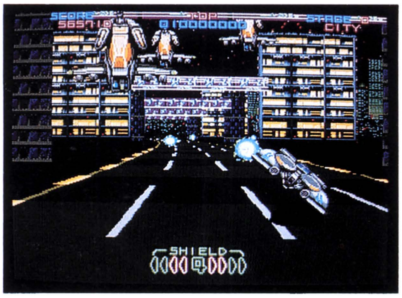
## NIGHT STRIKER

NIGHT STRIKER is a one player shooting/driving game loaded with real excitement and outstanding graphics. Its fuly digital soundtrack includes the "New Age" sound of composer, Zuntata. The cabinet is comprised of ¾″ plywood and MDF, a proven strong high-density material. The cabinet is further covered with a durable vacu-form shell, giving it that futuristic and attractive streamline appearance. And special lighting techniques create the illusion that the cabinet is actually in motion.


SCORE
TOP
SHIELD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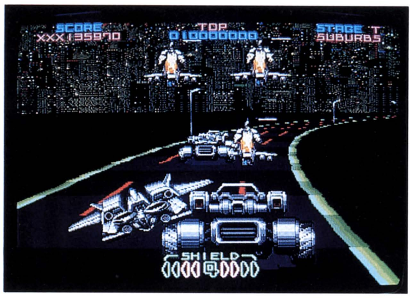
SHIELD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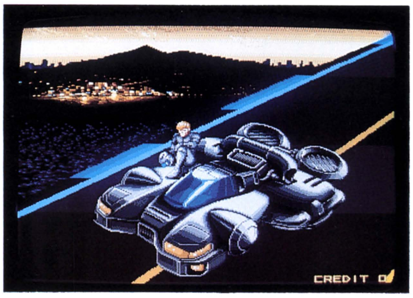
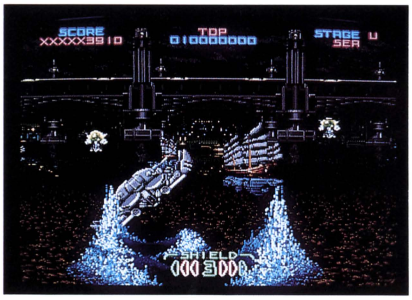
STAGE T
SUBURBS
SHIELD




SCORE
XXXXX3910
TOP
010000000
STAGE U
SEA
SHIELD

Where the player is concerned, NIGHT STRIKER leaves little to the imagination. Its environmental cabinet surrounds the player with sounds, vibrations and spectacular lighting effects, resulting in an unsurpassed level of enjoyment. NIGHT STRIKER is not just a game . . . It's an experience!

In NIGHT STRIKER, periodic decision points allow the player to map his own course and choose each mission. The available courses take the player through cities, suburbs, factories, ancient temples, canals, the sky and even the open sea to search out and destroy the leader or "boss" villain in each mission. The player's arsenal includes rapid fire and guided missiles, using the control grip for direction.

NIGHT STRIKER
TAITO
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And Taito's Continue Play feature allows the player to continue until the entire mission has been faithfully executed.

# NIGHT STRIKER

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**Louis Boasberg**

# The future is today

Some years ago, former vice president Marshall said, "What America needs is a good five-cent cigar!" A nickel cigar might have worked in those days, but perhaps America needs more than cigars to solve its problems. In our own industry, despite the fact that we have more good games than at any time in our history, there are a few things that we may need. Of course, some may disagree, but that's what makes "horse racing!" Listed below are a few suggestions thought up by this writer on a rainy afternoon:

1. An oversized or wide-bodied flipper game. There hasn't been one in quite some time. Any deviation in the size of a flipper game stimulates play temporarily. Especially if only one model appears at a time and the *idea is not overdone.* Furthermore, if the playfield is exceptional and the game has great sounds, beauty, and graphics, then it could demand and get the 50-cent play per game that so many flipper manufacturers have hoped for. Their hopes were eventually killed by not releasing this sensational game that would have given players just a little bit more.

2. A video game that would appeal to everyone, especially the "fair" sex. We have practically eliminated the ladies from playing games with the multitude of shoot-em-up, fighting, martial arts, boxing, war, wrestling, and auto racing games. Not that these games haven't been successful, but there is no reason why we should lose the entire female market. And, there is no reason why clever designers cannot come up with another *Ms. Pac-Man, Centipede,* or something that the ladies would love to play and not recoil in horror at the violence, which is the main theme of most games today.

While we are on the subject, what about a driving game that will appeal to the ladies? Perhaps driving through city streets and on expressways with traffic lights and heavy traffic or wrecks as obstacles. There could be a few wrecks, since the fair sex is subject to wrecks as well as males.

3. How about a sophisticated tennis game designed with an electronic judge calling the balls in or out and with other features that would simulate real tennis? Among the features would be a four-player option with a 25-inch monitor, allowing for two male buttons and two female buttons. The female buttons would give the lady players a handicap of plus-15 in every game. Insomuch as there are quite a few female tennis players, we may get the ladies to play video tennis, against each other or their boyfriends, if given a handicap. Suggested names for this super one-, two-, or four-player tennis game are *Center Court, Tennis Anyone?*, or *Mixed Doubles*.

4. A good roll-down skill game smaller than a shuffle alley, perhaps no longer than a flipper game. This game would be most suitable for the sadly neglected bar room and tavern locations. Skillful playing of this suggested game could earn the player awards in beer, cocktails, food, or other products sold by the location. We could call this game a trade stimulator. But remember that it is always best for such equipment with an element of skill to confine awards to merchandise only. Cash prizes would make more money but would positively generate far more trouble.

5. Something for manufacturers to think about when a roll-down or any kind of redemption game is involved would be a double cash box, one for the location and one for the operators. (More about the double cash box in a later article.)

6. A most important factor that encourages or discourages play on any coin operated game or machine which awards cash or merchandise is percentaging. And this same good percentaging is very important in encouraging play on any amusement game be it a flipper, video game, gun, or any type of amusement game. The idea of expert percentaging is to keep the players happy at all times. Keep them coming back for more and yet insure a profit. That is why we are hoping that engineers and designers in the future can come up with other methods of percentaging video games. Unlike flipper games, whose free plays can be percentaged fairly accurately, the percentaging of video games, for the most part, is guess work and depends on human factors rather than the accuracy of the mechanical and electronic information. (Also, more about percentaging in a later article.)

7. Since we have had many successful automobile, racing, and driving games that were almost like being in the driver's seat at the Indy 500, what about a slight change: let some enterprising factory develop a simulated airplane game which places the pilot right in the cockpit of a fighter plane, a dive-bomber, a helicopter, a corporate jet, a World War I bi-plane, or even a modern passenger plane. So get busy designers and engineers; put us all "up in the air." Although we have had simulated space ships and capsules among the kiddie rides, we haven't had a real simulated trip to the moon, Mars, and the stars in a video game. We think the sounds and sights and thrills of blasting off, going through space, and even having a final splash-down would be something that would provide real thrills in a sit-down game.

8. For the most part, both American and foreign manufacturers have done a marvelous job originating and manufacturing kiddie rides. They have taken practically every subject that appeals to the

mind and imagination of youngsters and made kiddie rides that are so appealing to the younger set that kiddie rides are prospering as never before. But we haven't scratched the surface. So at a great risk, we are going to suggest two kiddie rides that should be built, or better, re-built:

*A modern fire engine* with ladders, bells, sirens, and painted red as hell. Admittedly, bells and sirens may be a little bit disturbing, but they can be toned down. Nothing appeals more to a youngster than a fire engine roaring to a blazing inferno. There may be one possible exception, *the black and white police car*, which is seen in four out of five movies today. So, kiddie ride manufacturers, let's work on a fire engine and a police car that are common to every American city today. And put in those flashing lights and sound effects. ☐

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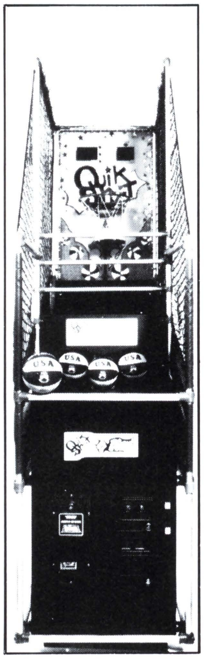

Selectable 1 to 4 players
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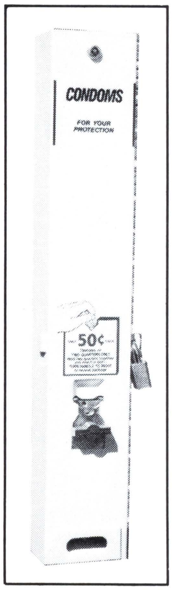

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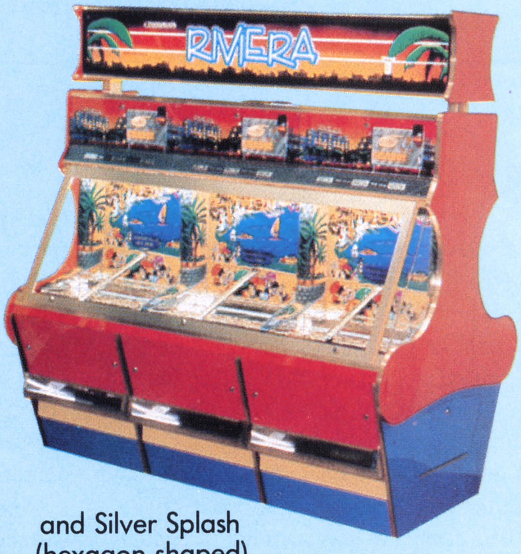
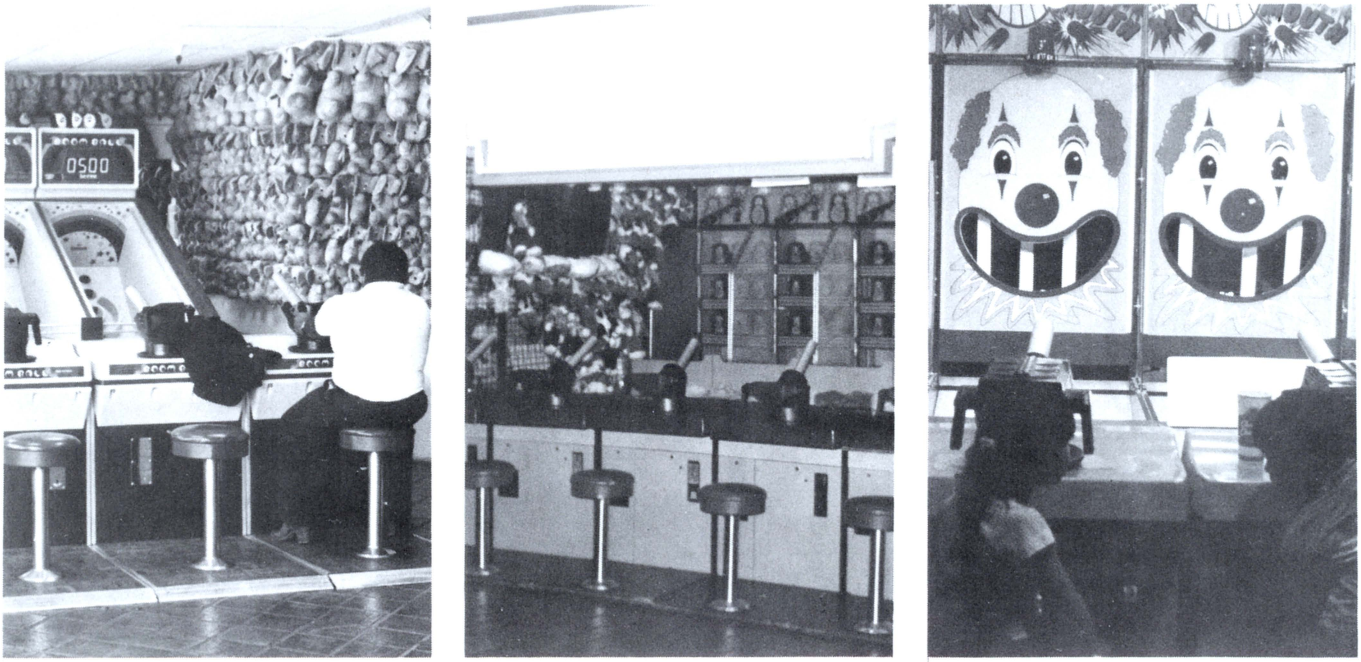


and Silver Splash
(hexagon shaped)

# Meltec proves it pays to have a *Big Mouth*



The three Meltec games on location at MetroLand in Newcastle, England, (l to r): *Boom Ball*, *Knockdown*, and *Big Mouth*.

Sure, when it comes to teenage males, the king of the hill is still video. But another player base — consisting largely of younger children and women — is gathering momentum in arcades and amusement parks. Their preference is electromechanical, ticket-dispensing games of redemption. And high on that list of games are the ones manufactured by Meltec Inc., based in San Jose, Calif.

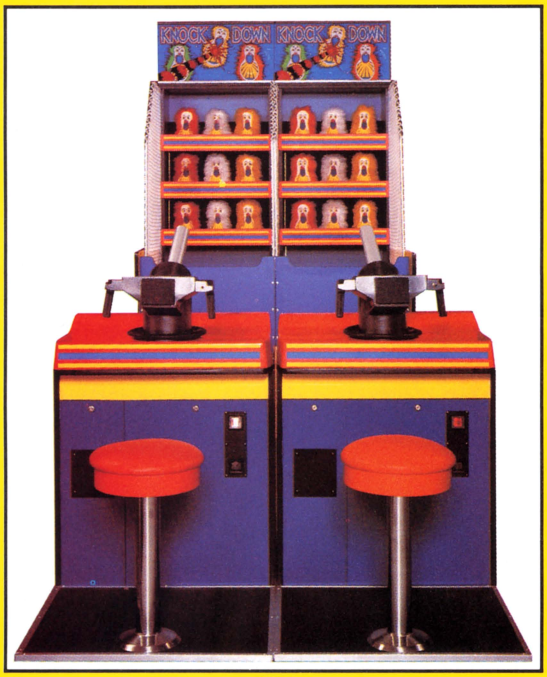
The company was founded in 1980 by Mel McEwan, who had previously served for seven years as general manager of the games division at Ramtek (a graphic display computer firm). The only electromechanical game at Ramtek was *Boom Ball*, introduced in 1978. When the firm chose to cease its coin-op involvement, McEwan stepped forward, bought the product line, and formed Meltec.

''It's a game where you sit at a counter and shoot rubber balls from a cannon, trying to knock down a real target,'' said son John McEwan, Meltec's president. ''We redesigned the loading system and some other features upon taking it over. It's remained a steady earner.''

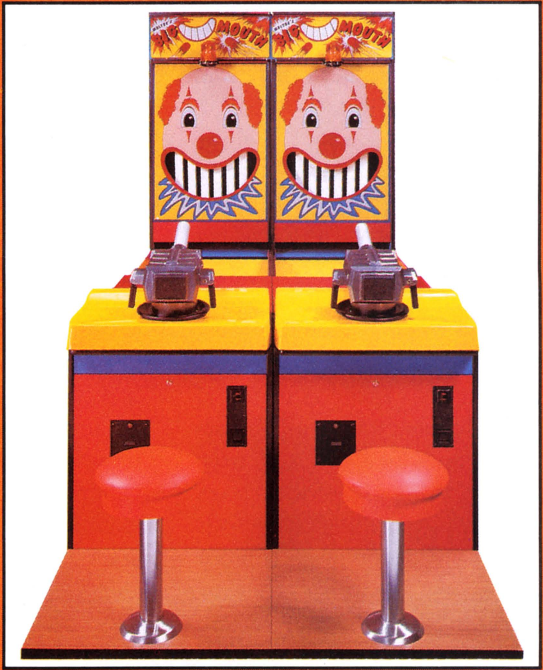
Remaining a steady earner. That's one of the main reasons why Meltec specifically, and redemption games in general, have been so successful of late, McEwan believes.

# The Hottest Tickets In Town!

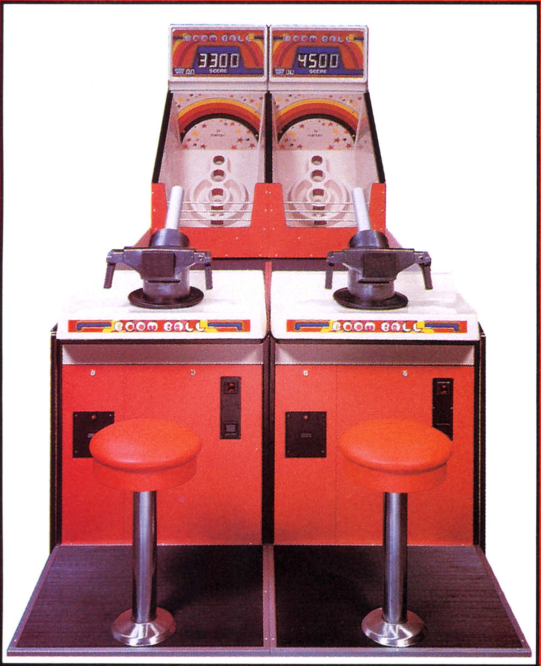
## KNOCKDOWN



## BIG MOUTH



## BOOM BALL



## Aim For The Future

Ticket Redemption is the new direction in arcade entertainment—and Meltec makes the best ticket games in the industry. KNOCKDOWN, BIG MOUTH, and BOOM BALL are playable by all ages and are perfect for any Family Entertainment Center.

And the best news is—These Games Have Legs! KNOCKDOWN, BIG MOUTH, and BOOM BALL are proven winners with years of history: and the popularity just continues to grow.

So, if you think the future means buying equipment that earns big bucks, lasts for years on location, and provides fun for all ages, then call and ask for info on The Hottest Tickets In Town.

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**Meltec, Inc. 1550-B Las Plumas Avenue San Jose, CA 95133**

Meltec inc.

"There has been more of a shift away from video, not as much because of anything wrong with it, but because people are understanding the merits of redemption equipment," he said. "Our games have multi-year lives in locations, and they earn *good* money consistently, not $40 or $50 a week. Also, the games appeal to kids, females, and those males who might not be comfortable with video."

*Knockdown*, Meltec's 1986 "follow-up" to *Boom Ball*, has fuzzy cats as targets. 1988's *Big Mouth*, on the other hand, offers the "teeth" of a smiling clown. It's not uncommon, McEwan says, to see a phalanx of all three games at national arcades such as Putt-Putt, ShowBiz, Time-Out, Nickels & Dimes, and so on.

"The player sees them as different games, and of course they are," he explained. "I mean, video games all have monitors, but what appears on them is not the same. The targets and the objectives are different, even though each has a loading system, rubber balls, and a cannon. We hit the market at the right time with *Knockdown*, when more people were turning to redemption pieces like basketball games and *Skee-Ball*.

"The arcades being built today are upscale; they're like indoor amusement parks, ranging from 3,000 to 20,000 square feet in size," McEwan continued. "These arcades are trying to grab the family market, the whole family. To do that they must offer hands-on equipment, and that's why we've fit in so well. The 'carrot' that's offered — a prize at the ticket redemption area — keeps the earnings up. Kids love the feeling of accomplishment that comes with winning a prize. They're proud of it."

*Knockdown* and *Big Mouth* are Meltec's two best earners, McEwan says. The former is the better seller, but side-by-side in high-traffic locations, the latter is the superior performer. "*Big Mouth* is what I call a 'quicker quarter,' since it plays about 15 or 20 seconds," he said. "In high-volume locations, it will do better at the end of the week. But it doesn't *take away* from *Knockdown*. Each has its own appeal."

Meltec is working on another ticket redemption game, but it won't be ready in time for the AMOA show. The company's games are so long-lasting that it doesn't have the pressure of churning out a new one every six to 12 months, McEwan pointed out. Expect to see the latest Meltec offering at ACME '90.

It's a family affair at Meltec; of the 15-member staff, five are McEwans. In addition to founder/chairman Mel and president John, there's Mel's wife Albina (secretarial) and John's siblings Mike (technical/service) and Natalie (clerical/administrative). "We all have titles, but the family works together and pitches in to do whatever has to be done," John concluded. "We've got a great arrangement." ☐

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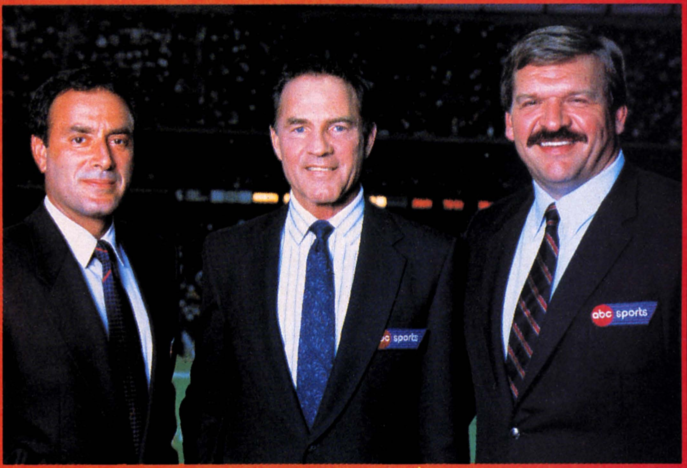
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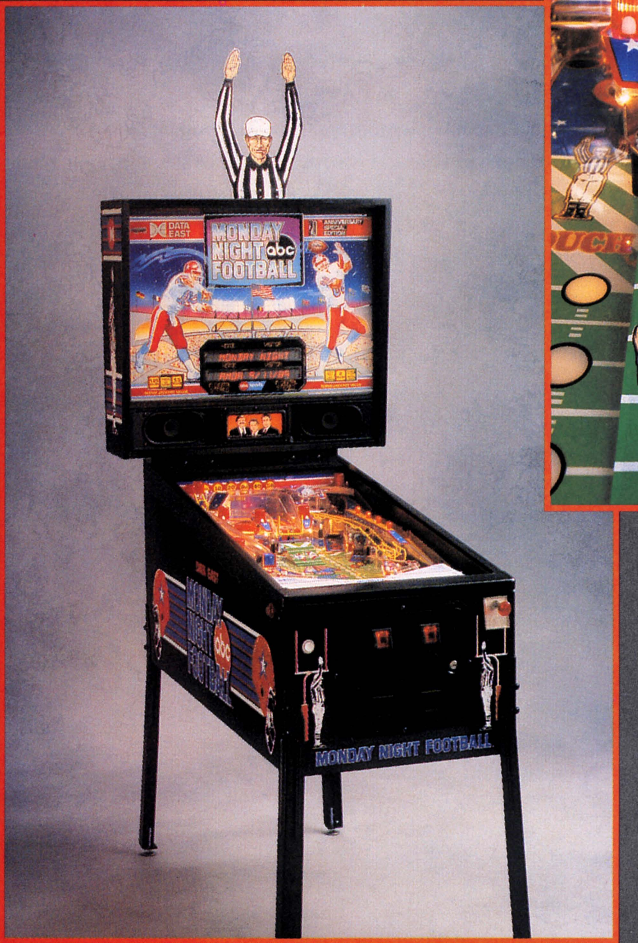
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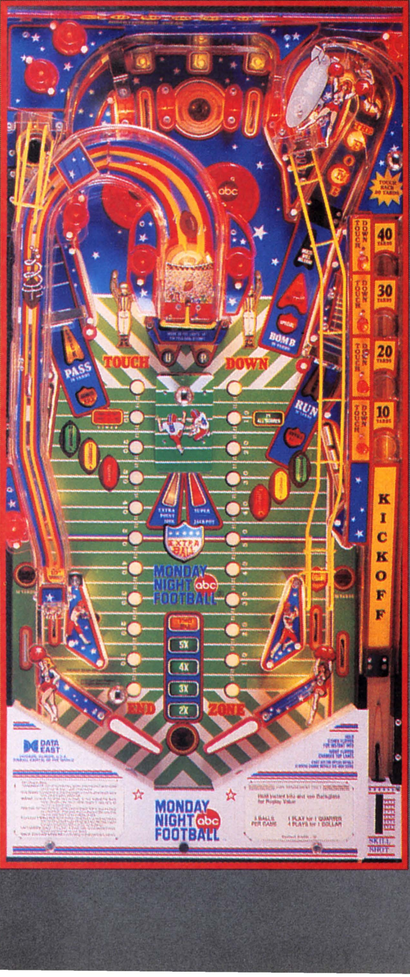
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**Charles Ross**

# Operator Error:

## *''I have many machines in the warehouse that I am storing just so I can take advantage of the depreciation on that equipment.''*

The operator error which is based on holding onto old equipment for the sake of ''taking advantage of the depreciation'' is as old as the depreciation laws. It is not hard to find operators with warehouses full of old equipment, which they refuse to sell so that they can (so they think) take advantage of the depreciation on the equipment.

This error is perpetuated by people who don't understand depreciation and by those who don't understand the impact of any deductible business expense. The average operator views depreciation as a gift from the government and a benefit, which should be maximized so as to take full advantage of a good thing.

Well, to fully explore and uproot this operator error, we must first look briefly at the depreciation rules in the current business environment in which we operate. Below, in Table I, are the rates each year for ACRS depreciation. (For a more detailed discussion of the ACRS depreciation it is suggested you consult your tax expert.)

The depreciation percentages in years one, two, and three are outlined by the tax code. It should be noted that in year four you are allowed to convert to straight line depreciation, which is to take the 100 percent (representing the cost of the equipment) divided by the five-year life. This yields 20 percent for year four.

In year five you are restricted to the percentage that is remaining to bring the total for the five years equal to 100 percent. The summation of the percentages for years one through four equals 91.2 percent. Since you cannot depreciate more than 100 percent of the cost of a piece of equipment in year five, you will receive a maximum of 8.8 percent.

One other interesting note about the depreciation rules also needs to be taken into account. A piece of equipment cannot be depreciated below its fair market value. In other words, in year five you are not going to get much depreciation, if any. Take for example a $3,000 video game. In year five you could take 8.8 percent of its cost (or $264) in depreciation *only if the machine had no market value.*

If a five-year-old machine is worth $100, you could take only $164 in year five, leaving a remaining value of $100, which is its fair market value.

**Table I**
**Summary of ACRS**
**Depreciation Rates**

| Year | Percentage of Cost to depreciate |
|---|---|
| 1 | 20 percent |
| 2 | 32 percent |
| 3 | 19.2 percent |
| 4 | 20 percent |
| 5 | 8.8 percent |

Now for exploding this operator error. First, it shouldn't be to hard to see that depreciation is not a gift from the government. Depreciation is simply the government's way of allowing you to ''write-off'' or ''expense'' those items which are going to be useful to your business for more than one year. Depreciation is not a gift. It's simply a system for disposal of a business expense over several years.

It should also be apparent that those operators with warehouses of equipment over five years old are gleaming no benefit from depreciation at all. Since most equipment is depreciated over a five-year period, there is no reason for holding onto eight- or 10-year-old games to ''maximize your depreciation.''

There is no depreciation after year five. The operator would be much better off to sell the old equipment for the cash, and pay the taxes on the sale. Then there is the operator who has some equipment in the warehouse that does have value, both in the market place and on the company books.

Assume that an operator has $20,000 (market value) of equipment in storage. If the equipment has a book value of $25,000, he can take $5,000 of depreciation in year five. Assume for the sake of the example that the operator is in the 25 percent tax bracket. That means that by taking a $5,000 deduction for depreciation he is actually saving 25 percent of $5,000, or $1,250 in taxes. In other words, by writing off $5,000 he actually saves $1,250 in taxes. Does this make good business sense? He is holding $20,000 worth of equipment so that he can save $1,250 in taxes. Which would you rather have, $20,000 of cash by selling the equipment at its market value, or saving $1,250 in taxes by depreciating the equipment?

Further, if the equipment can be sold for $20,000 and it does have a book value of $25,000, then he will have a $5,000 loss on the sale. Since he is in the 25 percent tax bracket he will still get the $1,250 tax sav-

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ings associated with the write-off of the loss. Now the operator has $20,000 in cash and a tax savings of $1,250! Talk about having the best of both worlds.

Let's look at one other scenario. Back to the operator with $25,000 of book value of equipment. Assume that in year five he plans to write off all of the $25,000 under the assumption that at the end of the five-year period the equipment will be totally worthless. This means that in year five he will take all $25,000 as depreciation expense. Now if, as before, he is in the 25 percent tax bracket this means that he will save $6,250 by taking the $25,000 deduction for depreciation ($25,000 X 25 percent = $6,250).

Let us also assume that he could, if he tried hard, in year six sell the equipment for the $20,000 as in the illustration above. Once again we are left with the question: which would you rather have? Remember that if he sold the equipment after writing it all off to a book value of zero, then he would have a gain on the sale and have to pay taxes on the gain at his 25 percent income tax rate. So if he sold the equipment for $20,000 with a book value of zero he would have to pay $5,000 in taxes, leaving him with $15,000. But again the answer is simple. Which would you rather have in year six: no depreciation write-off or $15,000 in cash?

The bottom line on holding old equipment for the depreciation is this.

1. Depreciation is a nice write-off, but don't think of it as a gift from the government.
2. Anytime you can sell off old equipment, sell it, unless you feel it has more value being used on your route.
3. Equipment held over five years gives you no depreciation write-off.
4. Never hold old equipment just for the depreciation benefit. You will always be better off financially (not to mention the space in your warehouse) to sell old equipment. Now go out into the warehouse and decide which of those old pieces of equipment you can sell. ☐

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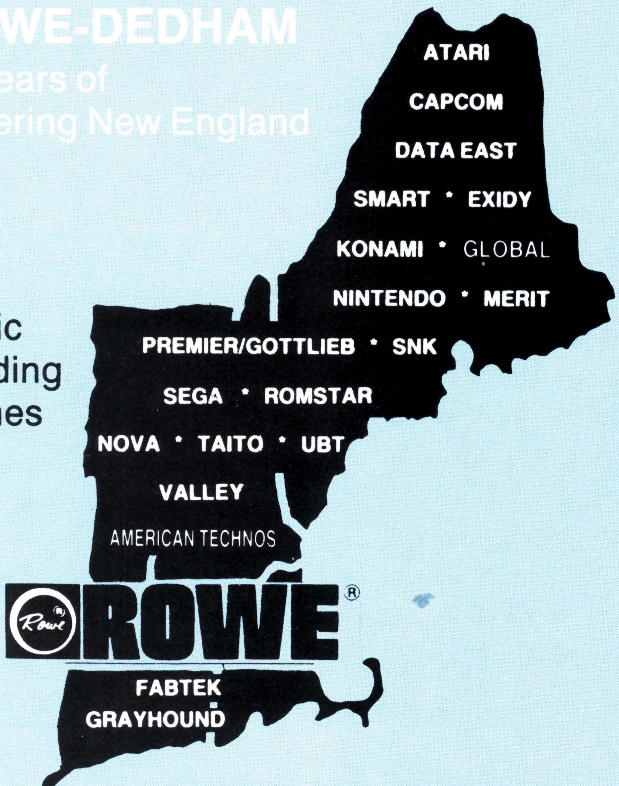

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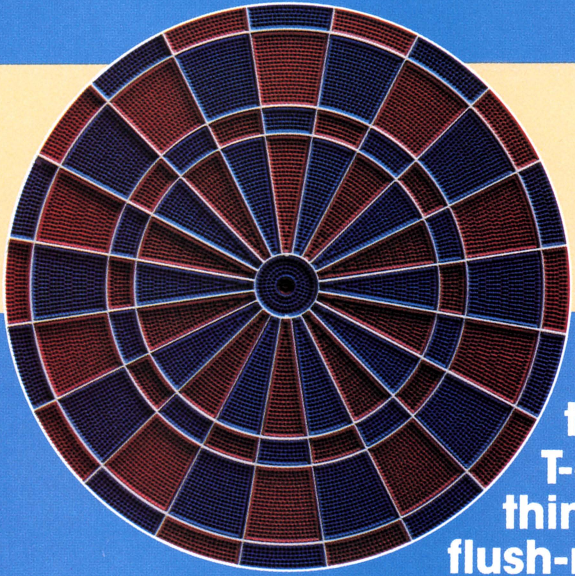

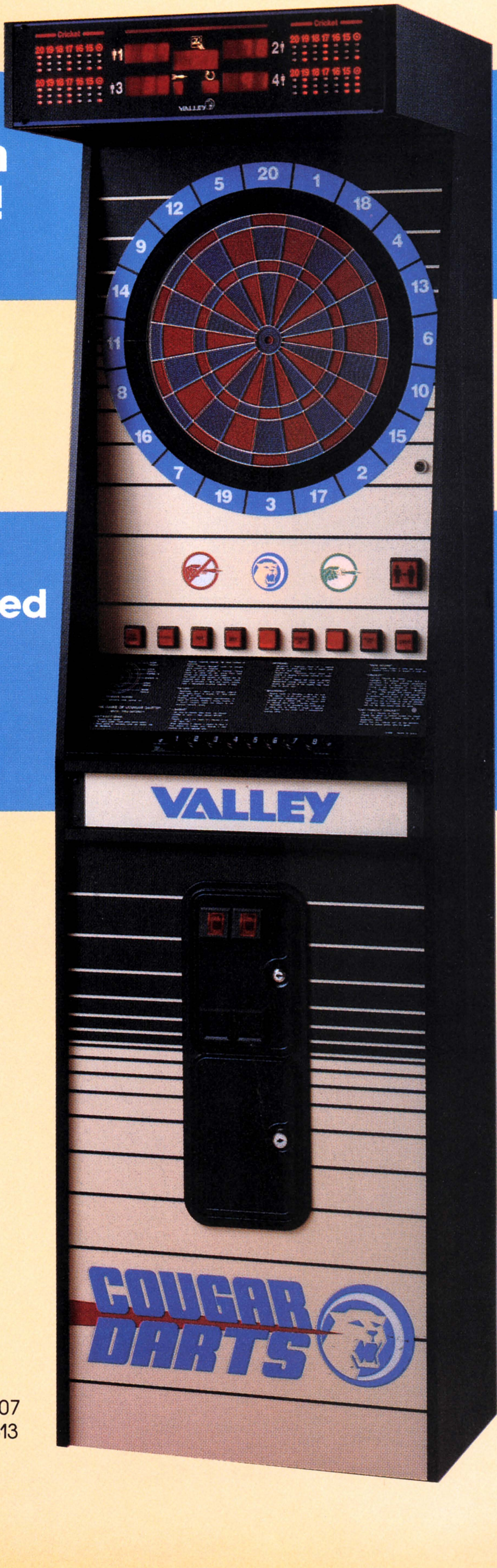

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**Christopher Caire**

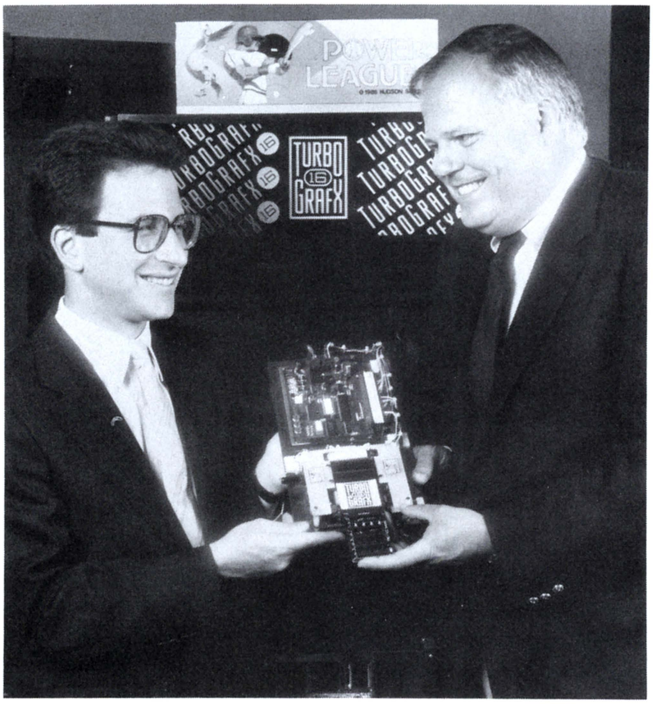
# New NEC hardware system: the answer to operator woes?

Of late, operators have been wandering in the proverbial wilderness, searching for a way out of the labyrinth of high-priced games, rising operating costs, and shrinking collections. Ironically, the escape may lie in the form of their perceived nemesis: a home game system, specifically, the *TurboGrafx-16* by Japanese computer and communications giant NEC.

Los Angeles-based national distributor United Amusements has signed an agreement with NEC Home Electronics (USA), one of four U.S. companies within the NEC Corporation umbrella, to distribute and market the coin-op version of the *TurboGrafx-16* home entertainment system. (In Japan, the same system is called the *P.C. Engine*; it was introduced there in 1987.) Also, as part of this agreement, United Artists Theater Amusements (UATA) will display the system in nearly 700 of their theater lobbies. It will be displayed in UATA's booth(s) at the AMOA show.

The coin-op version of *TurboGrafx-16* will be packaged and sold directly to operators in a twin-pack. Each will contain the contents of two kits and, for an introductory period, a total of four games. The price is $1,895.

However, what should make operators stand up and take notice are the aforementioned ''TurboCards,'' or game software. They're roughly two inches across, four inches long, with 16 bits of computer memory. ''These cards will allow operators to rotate games so easily; it'll take no more than 15 minutes to change a game,'' said United Amusements president John Hibbs.



NEC's Ken Wirt (l) and United Amusements' John Hibbs display *TurboGrafx-16* and a TurboCard (in Hibbs' left hand).

The key: the TurboCards, which will be sold directly to operators, are priced between $50 and $200 each. Compared to the average price of video kits, one can see why this system is such a potential blockbuster for operators. Hibbs recognizes that the success of *TurboGrafx-16* hinges on both the quality of the games and their availability.

''Initially, we've got nine different games available,'' he explained. ''Six to 10 new games will be available by the end of the year, with 20 more new ones by 1991. They are a mix of brand-new games developed for *TurboGrafx-16*, while others were top hits in Japan, like *Blazing Lazers*. The *TurboGrafx-16* system is so powerful that virtually *any* game could be programmed to run on this system. For example, the Williams game *NARC* is a very sophisticated piece with an incredible hardware/software requirement. If properly programmed on NEC TurboCards, even *NARC* could be run on *TurboGrafx-16*.

''We're going to be working with dozens of software developers who'll use the coin-op industry to expose their products,'' Hibbs continued. ''They have every incentive to design top games, because after the game has run its course in coin-op, there will be another life on the home market. The developer has another avenue, another chance to recoup the design costs and more. He has the chance to sell a million units of a hot

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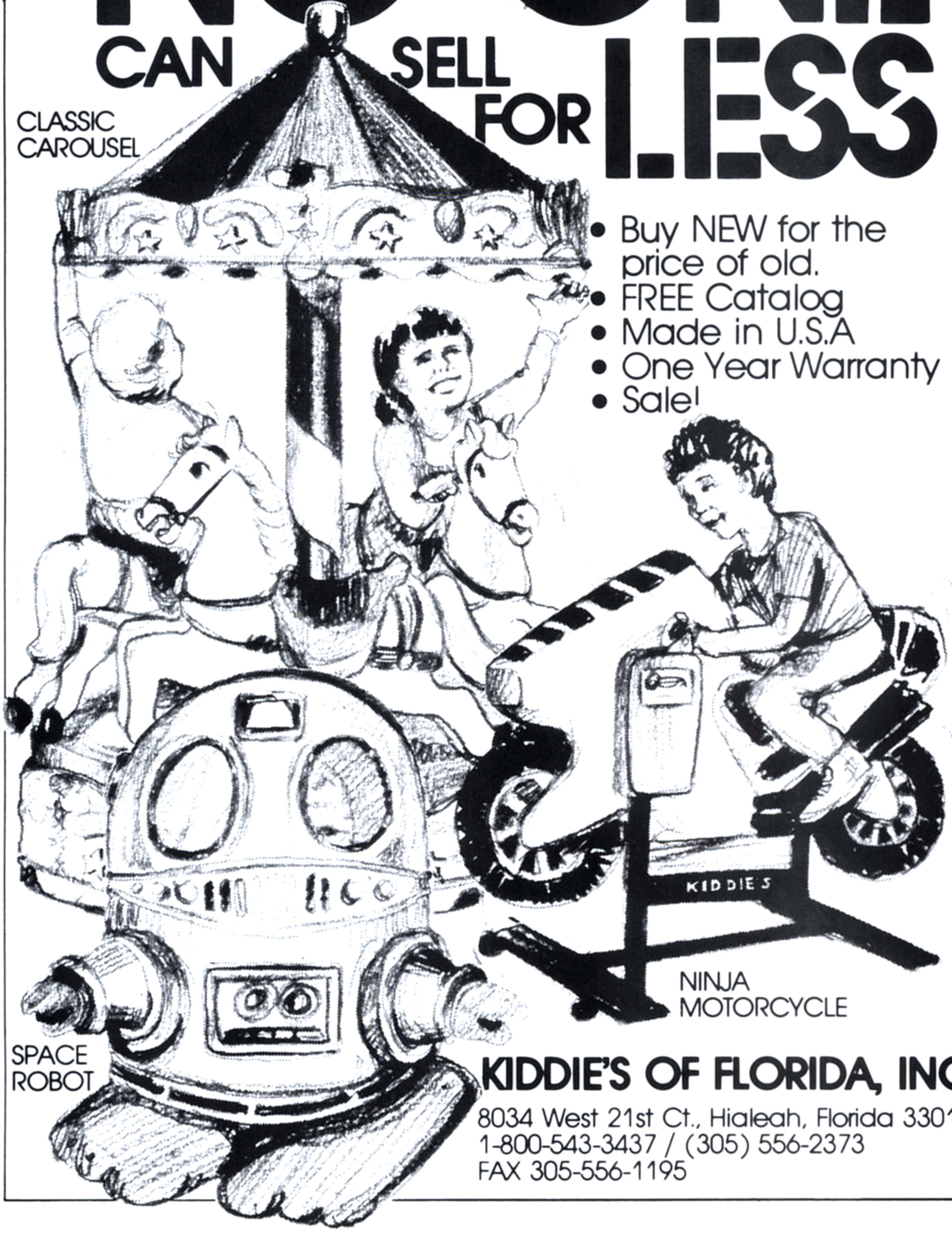
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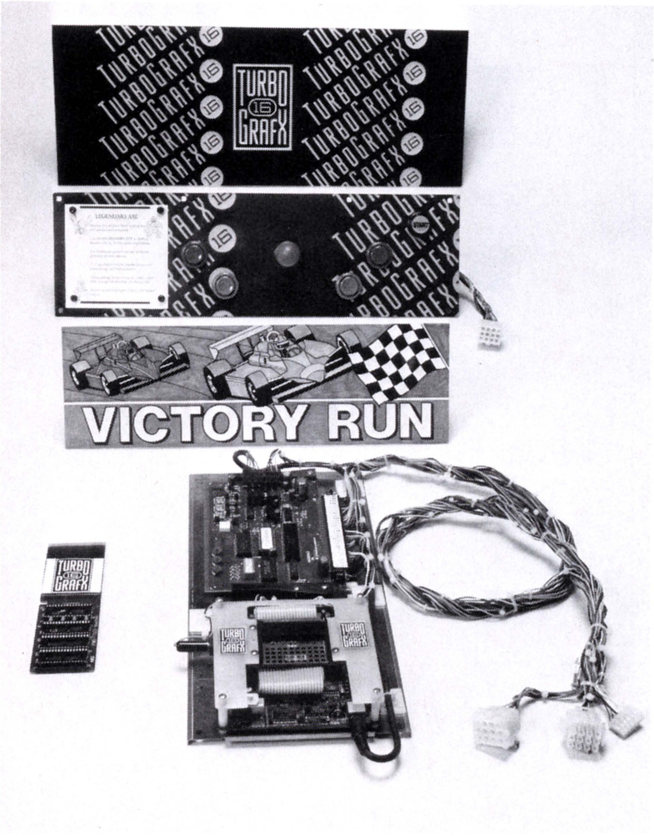

Part of the contents of a *TurboGrafx-16* system kit.

game when coin-op and the home are combined.''

Hibbs stressed that operators need not fear the home market getting the TurboCard titles before coin-op. Each new game will be on coin-op a minimum of four to 12 months before it's made available to retail stores, giving operators plenty of time to recover a maximum game investment of $200. And, to clear up any prior misinformation, operators *cannot* get their TurboCard games from such retail outlets as Toys-R-Us. They must be obtained directly from United Amusements, Hibbs said. Also, *TurboGrafx-16* kits are designed with a lock-out device to prevent the unauthorized use of any retail cards, either Japanese or American.

''Even though the industry has had many good games in recent years, we still face grave problems,'' Hibbs said. ''This means there must be other problems to be dealt with. One of them is cost containment. I think operators need to concentrate on the bank account, not the cashbox. What counts in business is profitability. Who cares if your cashbox is full if, in the final analysis, you're going broke. We have thoroughly tested *TurboGrafx-16*, analyzed the results, and compared similar results in Europe, Australia, and Japan. We're very excited about its potential, because it represents both cost containment and increased cashbox collections. All of us involved predict that within six months, gross collections from *TurboGrafx* games will exceed collections from any other source.''

Hibbs reiterated that operators should not view the home market as The Dreaded

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Invader. It should, instead, be seen as a blessing, he believes.

"We have to change this idea that the home market is our enemy,'' Hibbs continued. "Rather, it's our friend and savior. NEC is giving operators a system that's a way to head off oblivion. There needs to be a change from the status quo, with game prices going through the roof and many operators barely surviving. We've hitched our future to a big wagon, NEC, a leader in video game hardware technology with annual sales of $22 billion. They are cooperating with the software developers, letting them handle that end of it. It makes sense for operators to take advantage of the home market boom. Lord knows it's not going to go away!''

The system, which costs about $900, can be installed into conventional cabinets by operators in less than two hours, according to Hibbs. Each kit includes: one coin-game system, mounted on a 7'' x 12'' metal plate; one "TurboCard'' with programmable EPRONs; one player control panel, fully assembled with protective Lexan and all wires molexed and soldered; one 24'' x 24'' smoked monitor plexi-piece; a marquis sign; a title sign; JAMMA wiring harness with molex connectors; a wood shelf with rail mounts to hold the system; and an instruction manual and warranty card.

In addition to *TurboGrafx-16*, NEC/UATA will exhibit the CD ROM player at AMOA '89. According to NEC, this attachment unit will multiply the memory capacity by *2,000 times*. Presently, there are no American games ready for coin-op distribution, but "it would appear that the CD ROM player will ultimately offer operators games like they've never seen before,'' Hibbs said. When the time comes, those coin-op games designed for this unit will feature enhanced special effects and skill levels.

Hibbs says the demand for the system has greatly outweighed the supply so far. But NEC has responded and seen to it that the two will catch up to each other by September, he added. UATA has already made plans to convert about 40 percent of its cabinets in theater lobbies across the country. Said UATA president Jon Daugherty, "The *TurboGrafx-16* system will revolutionize the coin-op business through a constant flow of fresh new games at affordable prices.''

Ken Wirt, vice president of home entertainment at NEC Home Electronics (USA), says the relationship between the coin-op and home markets has always been symbiotic. He feels *TurboGrafx-16* will only strengthen the bonds.

"Historically, the best predictor of how a game will perform in the consumer market is how it does in coin-op,'' he said. "We believe NEC has the first system for the home that rivals coin-op in terms of graphics and sound. It will greatly increase the amount of software available to coin-op operators. *TurboGrafx-16* will also improve the quality of games that come to the home market.

"In the end, both segments benefit by it,'' Wirt continued. "As I said, releasing

# If your games don't come with quality coin doors and coin validators from COIN CONTROLS, you ought to wonder what else they skimped on.

Dedicated amusement games cost a lot of money these days. When you spend that much money, you need to be a shrewd buyer . . . you look for a game with high revenue potential and quality construction. For the cost of a dedicated game, it should at least stand up to the normal abuse that every game faces. If the game you purchase doesn't come equipped with quality coin doors and coin validators from Coin Controls, then it probably says a lot about the quality of the rest of the game's components and construction. You see, manufacturers who care about long-lasting quality make sure that they use only coin doors and coin validators from Coin Controls. Coin doors and coin validators from Coin Controls are designed to stand up to that abuse, protect your game revenue and help prevent fraud.

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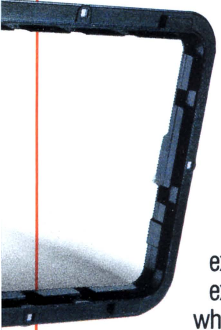

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Doors from Coin Controls include specially designed features for extra protection. Like the extra deep security channel which makes it harder for a vandal to pry open the door with a screwdriver. And the heavy zinc die cast frame with an extra thick steel door provides superior strength when someone is trying to kick it in. The custom designed microswitch is developed especially for amusement applications to prevent free credits from being issued when the game is kicked—eliminating the need for the slam switch.

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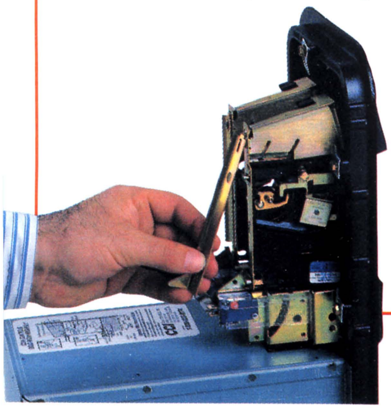
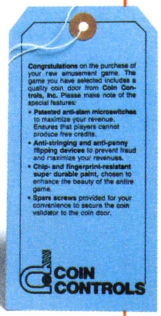


## LOOK FOR THE BLUE TAG



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the games to coin-op first is a great way to test the software. We can 'count the quarters in the cashbox,' so to speak, to see how many titles should be produced for the home. That cuts down on the big risk of inventory size. On the other hand, coin-op benefits by having an exclusive for at least four months. They'll have more games at low cost; operators don't have to feel threatened by the home market getting titles before they do.''

Wirt, likes Hibbs, stressed that software developers can find security in the system's lock-out device.

''Their investments are protected; *TurboGrafx-16* rejects any unauthorized retail software,'' he said. ''We want the software developers to feel confident that we are not out to hurt them. NEC will stand by developers and do what we can to ensure top software for the system.''

In entering the coin-op market, Wirt says, NEC does not have as its goal the steamrolling of other manufacturers.

''We're not trying to run anyone out of business,'' he commented. ''But then again, we certainly feel we can be competitive in coin-op. NEC is big enough and has enough resources to give operators a quality product at a good price.''

Fred Gillmann, president of San Diego-based Just Games, has already placed 10 *TurboGrafx-16* systems in such locations as bowling alleys, military installations, and college campus arcades. Besides San Diego, there are Just Games stores in Long Beach and Union City, Calif.

''I'll be honest: the first games didn't have that competitve quality, but the newer boards are as good as what's out there now,'' he said. ''I'm speaking in terms of depth of board and graphics. They're running in the top one-third in earnings, bringing in about $200 a week gross.''

But, Gillmann points out, *TurboGrafx-16* should not and will not be perceived as a vehicle for wiping out video kits.

''I see the NEC system as replacing the lower 20 to 30 percent of a route,'' he said. ''For example, I've got between 14 and 60 pieces in our 14 bowling centers. *TurboGrafx-16* will replace the pieces that aren't earning. What kills a route are those games that flat-out don't earn a thing. *TurboGrafx-16* will be a real asset to operators, who can exchange games quickly and build up the lower end of the route. The system can make a machine that grosses $20 a week a $40-a-week earner.''

''This doesn't signal the end of kits in this business; in fact, it's not intended to, in my opinion,'' Gillmann explained. ''Myself and other operators will still buy the *Golden Axes* and so forth. There's room in the industry for *TurboGrafx-16*. As long as it's of good quality, operators will keep on purchasing kits and dedicated pieces.'' ☐

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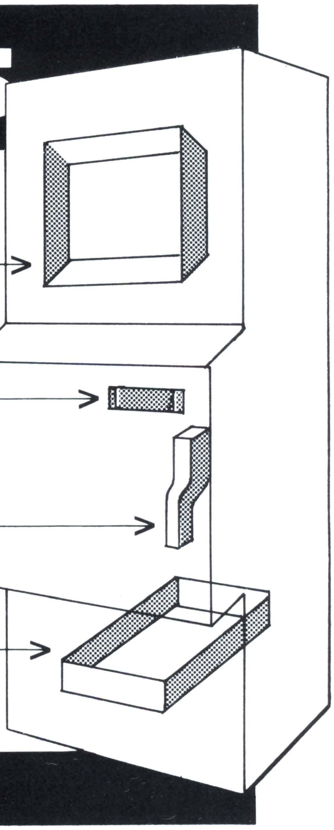

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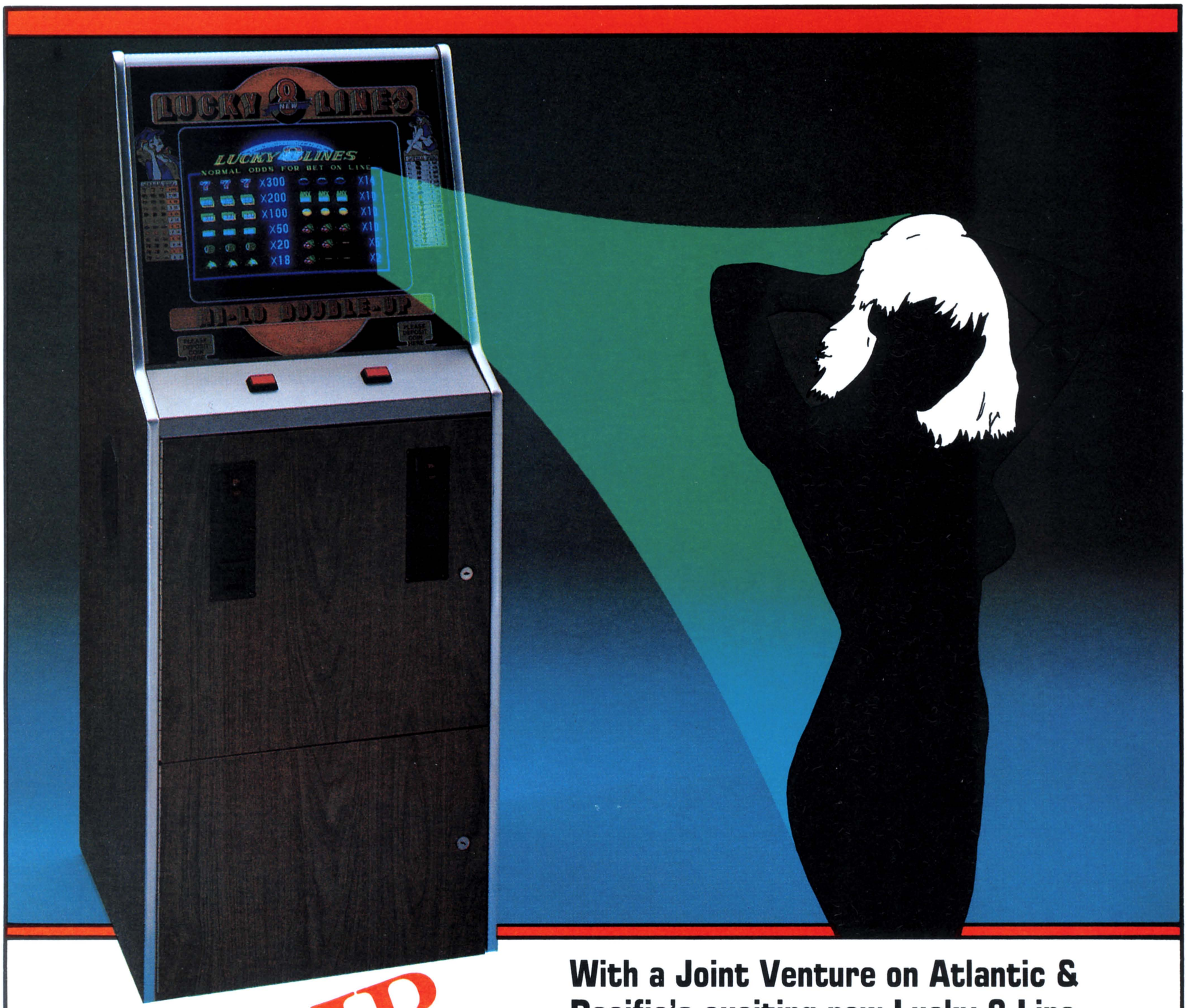

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**Mike Shaw**

# U. S. Games: Reliability for the Long Term

Mike Pace was surprised by an apparent lack of excitement when he introduced his first game to the coin-op industry in 1981.

''I thought *Little Casino* was a valuable contribution to the industry,'' Pace said. ''A piece that could be depended on for lasting appeal to an adult market, a piece that would give operators some relief from having to guess which games might appeal and for how long to the younger players.''

The problem was, Pace learned, that many viewed *Little Casino* as another so-called ''credit poker,'' of which there were already too many on the market. It took time and a substantial advertising investment to educate the market—and convince state and local authorities—that *Little Casino* was, in fact, an amusement-only piece that could be operated legally throughout the country.

Once the industry understood the distinction, *Little Casino* began getting the respect Pace had envisioned it would. The game began showing up on bar tops, fulfilling the promise of steady earnings and building a reputation that eventually made it the biggest selling countertop of the era, almost 20,000 pieces.

Pace continues to build on the original *Little Casino* success. Today, under the banner of U. S. Games, Inc., he and a team of skilled, seasoned industry professionals manufacture and market *Super Duper Casino*, a multiple-games-in-one countertop which has developed its own reputation for steady earnings and reliable performance.

Mike Pace (r) welcomes new salesman Doug Connor.

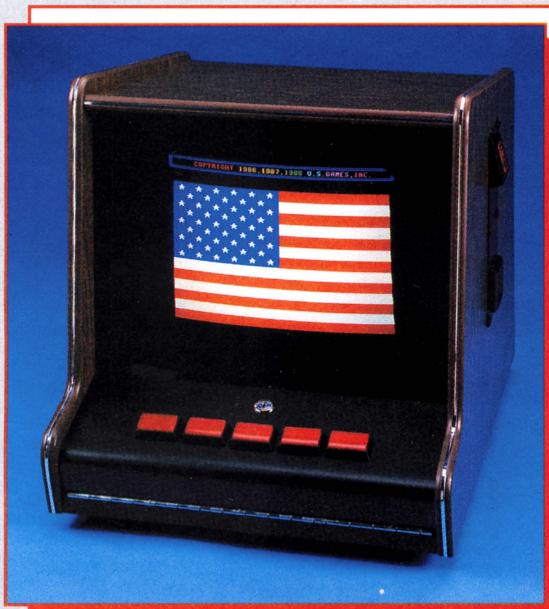
Part of the staff that makes up the team effort at U.S. Games.

The line-up; they all look guilty! (l-r) Clay Turner, Randy Jarrett, Bill Hawkins.

# The Game
# That Thinks Profit$

★ ★ ★ ★ ★ ★ ★

# SUPER DUPER CASINO
## VERSION 15



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***AutoSelect™*** *. . . You select the number of **Super Duper Casino** games you want to offer in the game selection menu, then **AutoSelect** monitors the play, automatically substituting alternatives for the least played games, ensuring players have their choice of the most popular games in that location.*

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U.S. GAMES, INC.

''It proves itself on location,'' indicated Steve Henderson of Operators Distributing in High Point, North Carolina. ''Every operator who has bought one *Super Duper Casino* from us has come back for more.''

### Unaffected by industry ''ups and downs''

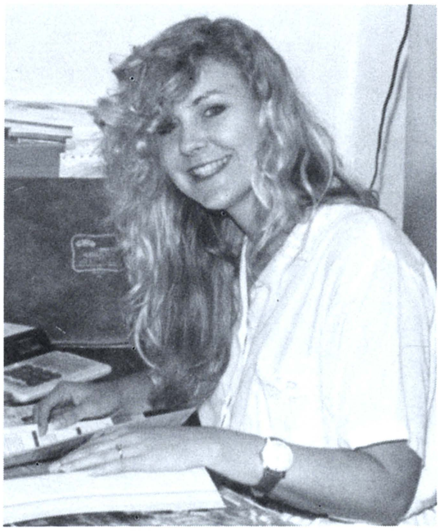
''The game isn't subject to the ups and downs that our industry inevitably and regularly endures,'' explained Paul Moriarity, who has been working with U. S. Games as its chief consultant for the past year. ''Every operator could benefit by dedicating a segment of his inventory to games with earnings that don't fluctuate wildly or fly-by-night. But *Super Duper Casino* is particularly appropriate for periods like we're going through now, when there are few games that command large weekly collections.''

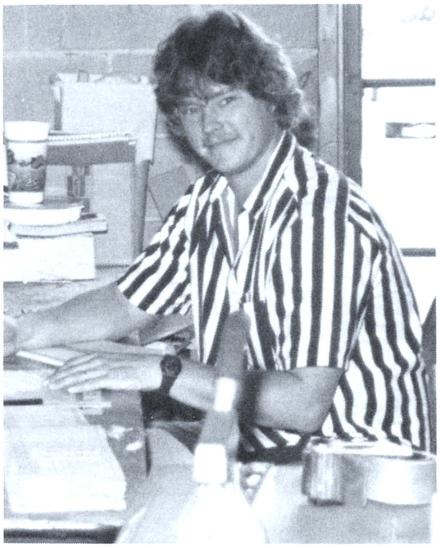
Games that promise long term earnings must also provide long term performance. Problem-free operation is another reason *Super Duper Casino* is successful. ''The percentage of failure rate on the games we've sold has been lower than one percent,'' offered Dan Walsh of C. A. Robinson & Co. in Los Angeles. ''And when we've had a problem, U. S. Games has worked with us, providing advance replacements and good turnaround on repairs.''

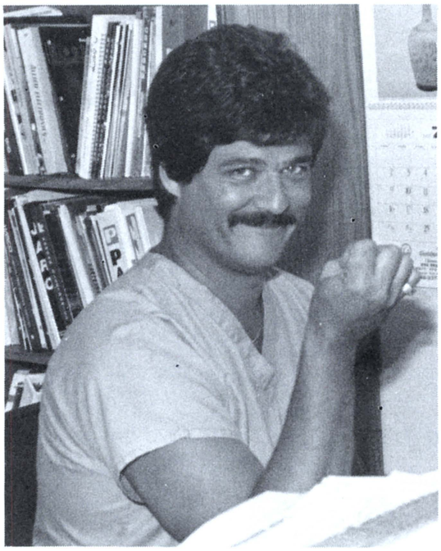
In fact, the games have operated under remarkable circumstances. A *Super Duper Casino* excavated from the rubble of an Atlanta building that was completely destroyed by fire took a quarter and gave the player an entire game of *Draw Poker*, even though the game was charred significantly.

### Continue upgrading without obsoleting

At the root of the promise of long earnings is U.S. Games' policy of continuing to upgrade *Super Duper Casino* without making any of the previous versions obsolete. This year's AMOA will provide attendees a look at a new *Super Duper Casino, Version XXI*, featuring a combination of 21 trivia, card, and action games. Conversions will be available for previous versions of the *Casino* family and most other countertop models.


Sheri Bowman, purchasing and material control.


Billy Dasher, shipping and receiving.


David Barnett, plant manager.

''*Version XXI* represents a collage of big hitters, exciting games built around the most popular themes in the industry,'' pointed out Dickie Hanner, U. S. Games' national sales manager.

''The game's versatility is one of its biggest selling points,'' C. A. Robinson's Walsh added. ''Many of our operators have locations that don't have room for the big stand-up machines. This game gives them all the hottest games in a single unit that takes up minimal bar space.''

### Expanded product line

With the help of engineer and designer Randy Jarret, Pace has developed most of the games for *Super Duper Casino* himself. Much of his work has concentrated on refining the way the game operates. The main printed circuit board in *Super Duper Casino* may be the most efficient and dependable ever produced by a game manufacturer.

In addition, Pace has developed the AutoSelect (tm) feature, which automatically finds and offers for play those games that are most popular in the location; and AutoAdjust (tm), which automatically adjusts the difficulty of play level to suit the location. These features, in combination with the number of games available and the game's reliable performance, mean that ''virtually the only visit we need to make to a *Super Duper Casino* is to collect,'' Walsh said.

''Operators and distributors alike are becoming more aware of how *Super Duper Casino* can affect their bottom lines,'' summarized Doug Connor, who recently joined the U.S. Games sales team. ''That awareness has driven sales to their highest levels yet.''

Today, U. S. Games is bringing its market knowledge and engineering skills to bear on new product lines. Pace has added 3,700 square feet to his Atlanta plant, strictly for his expanded R&D team. Recently the company completed development of a lottery machine for the South Dakota market.

In a major move into the arcade market, U. S. Games is unveiling its first arcade piece at the AMOA show. It's a high-action, non-video game which is top secret until showtime.

"One of the developments we are most excited about," added vice president of marketing Mike Horan, "is our TV remote control which converts a television into a video game.

By giving a patron a variety of games to play through the TV set it enables the location to broaden the entertainment it offers at a very small cost."

"We've always been dedicated to R&D," Pace explained, "and the investments we've made lately demonstrate a deepening of that commitment. We want to be in a position to deliver new products every 60 to 90 days."

Any industry observer visiting the U. S. Games Atlanta facility today will surely characterize the company as pursuing a pattern of aggressive growth. However, despite its recent expansion and new diversity, U. S. Games still resembles most closely Pace's original game. Pace and his company have penetrated the coin-op industry markets carefully and steadily, constructing a reputation for reliable performance over the long haul. ☐

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# New York and Canada see air hockey action

A recent series of Dynamo-sponsored exhibitions in upstate New York and Canada drew veteran and novice players to well-established game rooms for a slice of nonstop air hockey action.

Participating for Dynamo were Mike Barry of Philadelphia, ranked number four in the Unites States; Joe Campbell of Philadelphia, formerly ranked number one; and Mark Robbins of Boulder, Colo., a two-time U.S. champion.

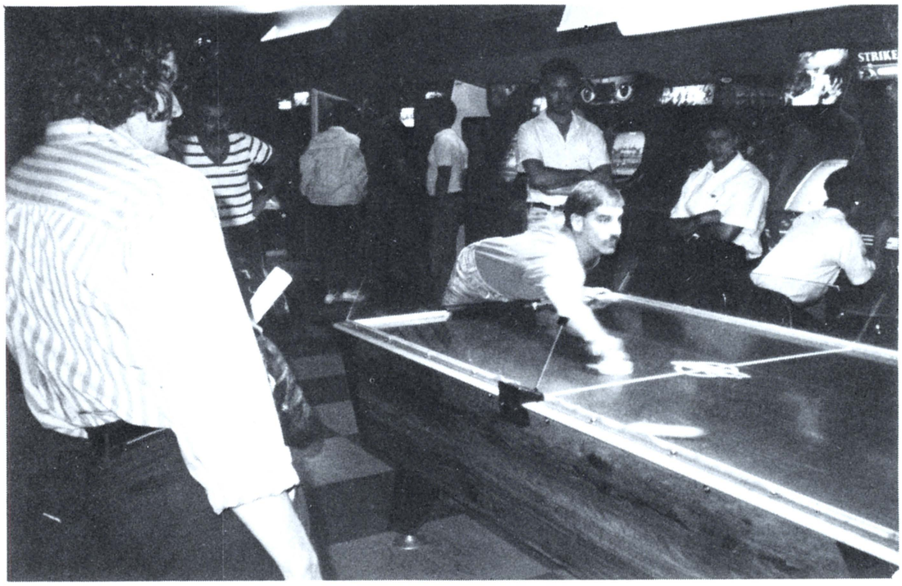
Action began on June 16 in Plattsburgh, N.Y., at Just Fun, an air hockey stronghold and a location that hosts a major regional tournament each year. On June 17, action shifted to Longueil, near Montreal, Canada, at the As de Trefle game room. The same day, an exhibition took place at SG Forum Amusements just down the street from the legendary Forum, home of the Montreal Canadiens.

The final exhibition took place on June 18 at Place Jack, a large arcade with two Dynamo Air Hockey tables.

Montreal's Owen Egan proved to be the best player in the city, taking one game from both Barry and Campbell. Newer players improved their game skills during the events and received advice from the pros on such subjects as grip, puck control, shot selection, defense, and strategy.

According to Robbins, ''Air hockey is very strong in Montreal, with excellent earnings being reported and good sales through our distributor, Laniel Automatic. I expect to see higher levels of play and tournament action here in the future.''

For more information on tournaments and promotions, call Robbins at Dynamo (800) 527-6054 or (817) 589-7699. ☐



Some of the air hockey action at SG Forum Amusements in Montreal.

DOUBLE DRAGON
MS. PAC-MAN

Players and spectators gathered at the As De Trefle game room in Longueil, near Montreal.

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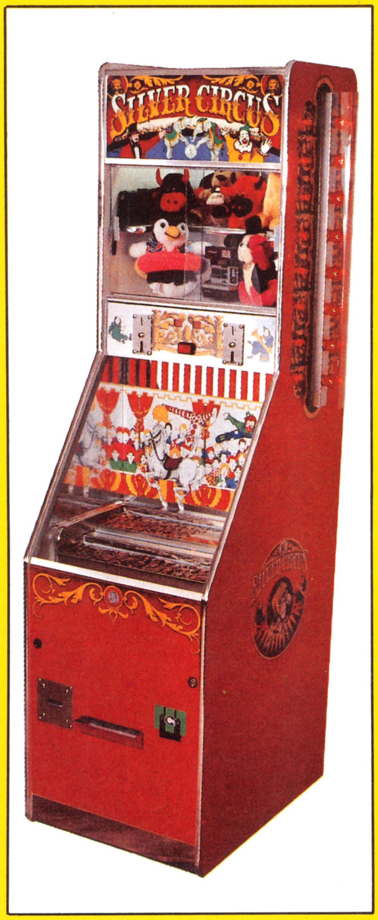

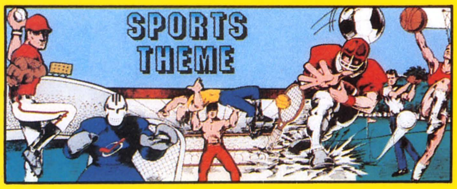

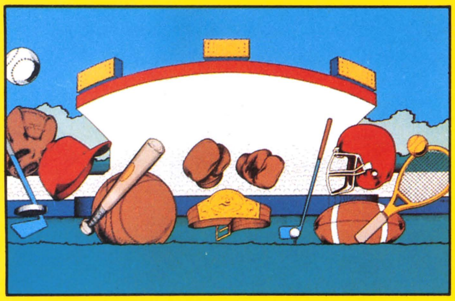

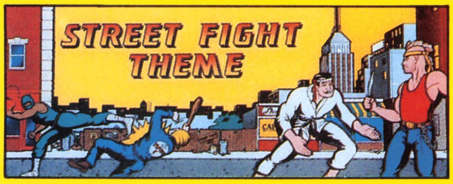

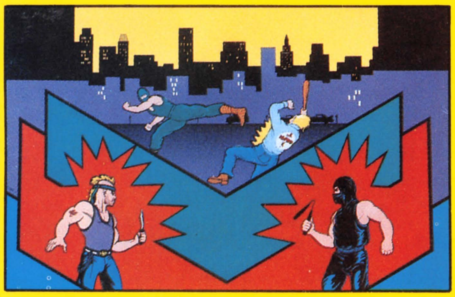

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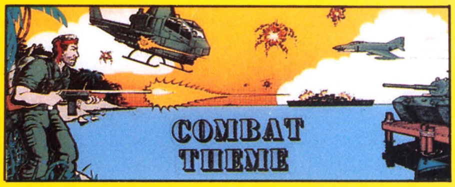

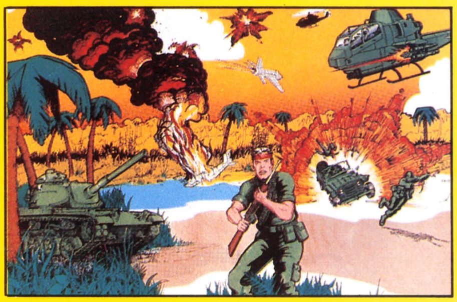

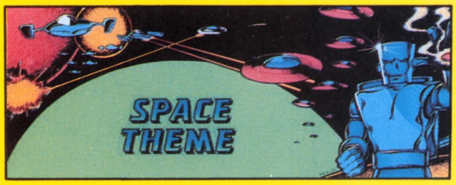

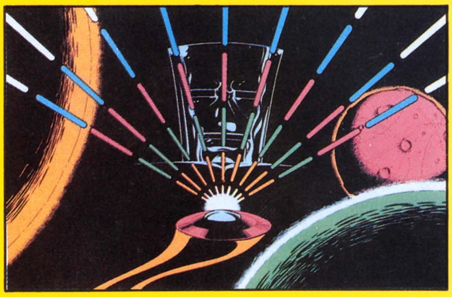

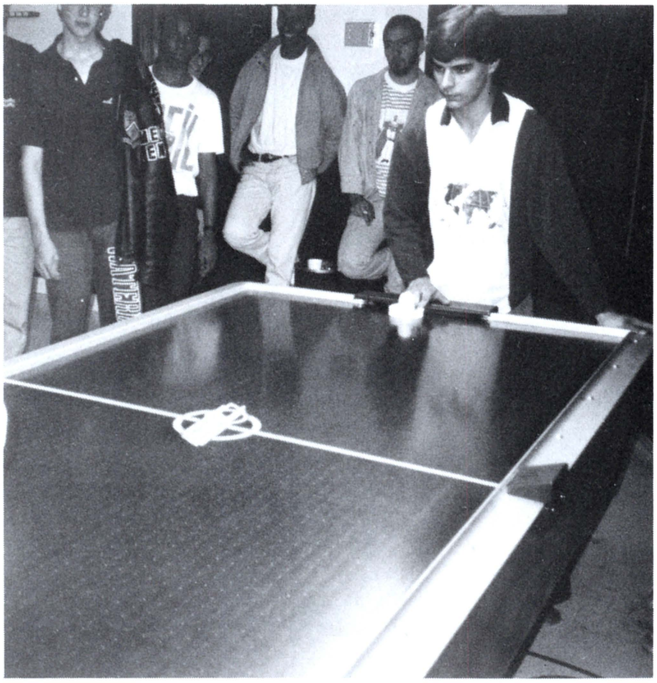

A player concentrates on his game at the Place Jack arcade in Montreal.

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The Place Jack arcade in Montreal.

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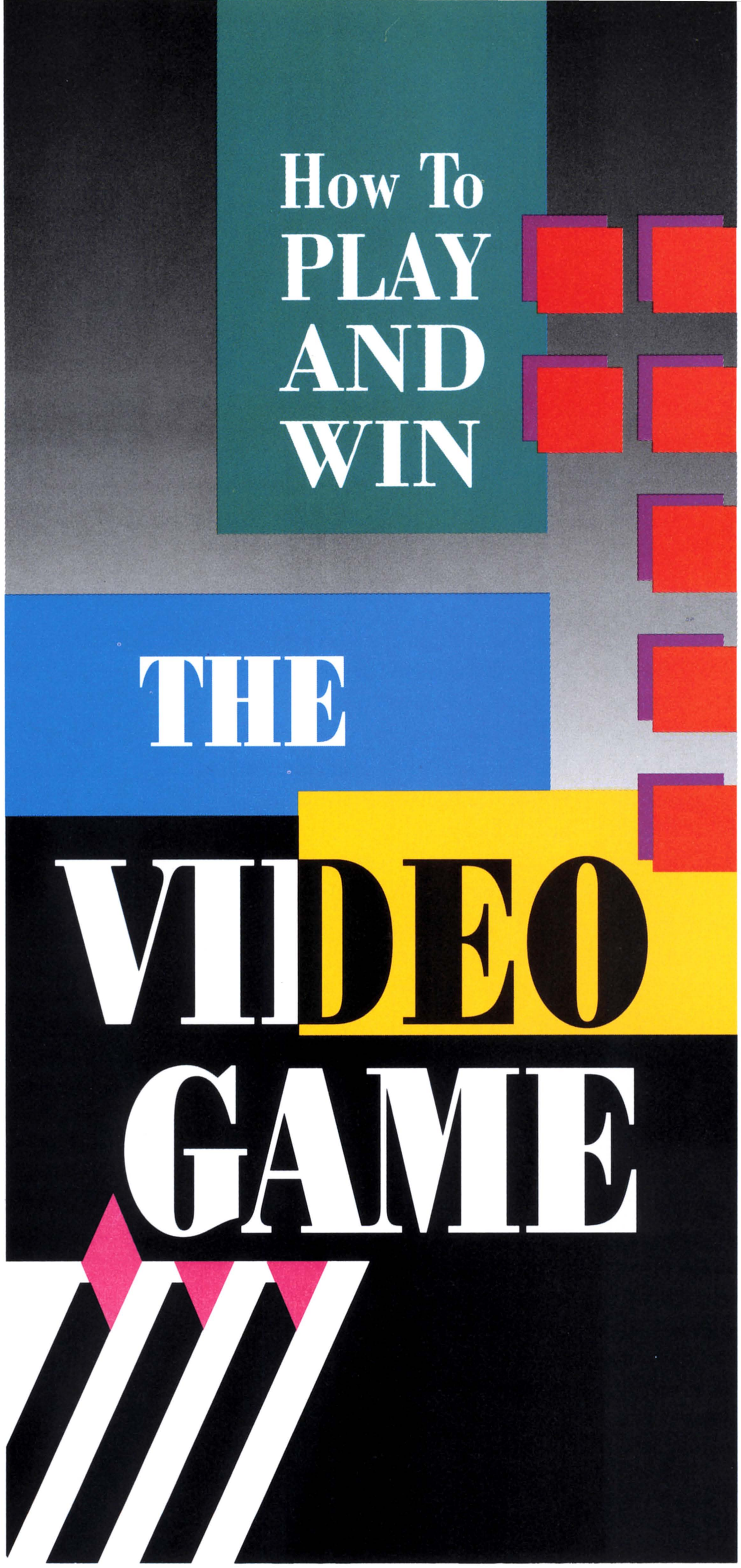

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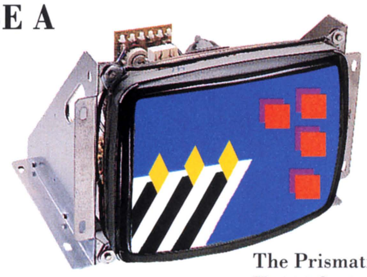

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# PAMMA reaches new heights with '89 show

The concensus on the '89 Pennsylvania Amusement and Music Machine Association (PAMMA) convention, held on July 21-23 at the Seven Springs Mountain Resort, was that it was a "great success." Who could argue, with over 300 registered visitors, 35-plus booths, and a record amount of money being raised at the annual auction.

This year's theme was "Swing with PAMMA at Seven Springs," honoring the 100th anniversary of the jukebox. Seeburg's Joe Pankus gave an insightful presentation, offering operators tips on increasing jukebox revenues. More generally, the operators were also seeking answers as to the industry's future in the coming months.

With tuxedoed PAMMA president Fred Wood (State Amusements) serving as auctioneer, the auction scaled a previously unreached peak. He even went so far as to spend two hours setting up the room and arranging the items to be auctioned. The extra work paid off, as the audience generously bid on an array of equipment, merchandise, and resort weekend trips. Lou Larsen of Atlas Distributors in Pittsburgh assisted Wood in explaining the equipment donations.

At the Saturday night banquet, Sam Strangis of Morgan Amusements in McKeesport received PAMMA's Coin Operator of the Year Award. The honor recognizes his knowledge and expertise in the area of legislation. The convention's finale came in the form of the fundraising raffle, which saw the winners take home more than $10,000 in cash and prizes.

Members are eagerly awaiting next year's convention, slated for the Sheraton Lancaster Resort in the heart of Pennsylvania Dutch country. □

**PAMMA president Fred Wood of State Amusements clowns with this Bozo.**

Active Distributors

**Fabtek's Drew Maniscalco (l) with Active Distributors' Chris Vecciore.**

**Pictured, (l to r): Rus Strahan of NSM-Loewen America, AMOA president Clyde Knupp, and Mike Minor of Nintendo.**

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# STATE UPDATE

## Illinois

The Illinois village of Lake Barrington has voted to outlaw coin-op machines, a move prompted by an inquiry from a prospective arcade operator. The village, which is mostly residential, does not have any such equipment presently.

"We got a call from someone who wanted to know if arcades were allowed," said Lake Barrington president Nancy K. Smith. "I think they wanted to put one in at Route 14 and Kelsey. My response was to call Jim (Bateman, village attorney) quick to get something on the books."

She said she fears that a video arcade would create traffic, noise, pollution, and related ills. Having formerly lived in Southern California, Smith claims knowledge of the destruction video games caused there and what could lurk in little Lake Barrington.

"I'm very aware of the problems associated with these things," she said. "They are great fun, and I enjoyed going to them (arcades) myself, but they can create terrific headaches." Besides parking problems, arcades "attract multitudes and hordes of kids, and you'll have trash and litter all over the place," Smith added.

The new law prohibits "video games, marble machines, pinball machines, skill ball, table bowling, foosball, shuffleboard, and mechanical grab machines (cranes)." Jukeboxes and vending machines were spared under the law; they're legal.

## Maryland

Bar owners in the Maryland county of Anne Arundel have been the recent target of law enforcement, as police raided them in an effort to stamp out illegal gambling. Five businesses in the county, for example, had 15 video poker machines seized from their premises. No arrests were made, but the owners were warned that their grace period was fast expiring, since warning letters were sent to all county bar owners after the first raids in November. Not getting rid of the machines could lead to prosecution on gambling charges, threatened the county State's Attorney's Office.

The machines have been classified as slot machines under state law, making them illegal. Under a 1985 ruling by the state Court of Appeals, machines are considered illegal if they have been altered to accept more than one quarter per play, if they pay out cash instead of accumulating points, or if they have an odds mechanism that allows vendors to determine the winning percentage.

Operators of video pokers also must contend with tougher new licensing regulations for amusement machines. These procedures, which went into effect on July 1, will make it virtually impossible to legally place the machines in the county.

## Wisconsin

A first-ever joint state conference was held between the Wisconsin Amusement and Music Operators (WAMO) and the Minnesota Operators of Music and Amusements (MOMA) on Aug. 25-27 in Eau Claire, Wis. Besides being close-together geographically, the two have enough common interests and concerns to make such a conference a smart idea.

The conference kicked off on Friday night with "Mardi Gras-style" festivities, including hors d'ouvres, New Orleans-themed decorations, and Conrad John's Dixieland Band.

Business sessions on Aug. 26th featured a panel discussion involving Jim Stansfield Jr., Roger Westmont, and Ralph Fleege from WAMO and Gene Winstead, Norm Pink, and Tami Norberg-Paulsen from MOMA. They discussed legislation, various promotional ideas, contracts, merchandising, and other important topics for operators. Also, lobbyists Tom Coenen (WAMO) and Robert Latz (MOMA) traded ideas and experiences on such subjects as Wisconsin's video poker legislation.

Arachnid president William Ward spoke about the great success presently being experienced by operators of electronic dart leagues in both states. He also discussed the future of electronic darts and innovations that loom on the horizon. Those in attendance met with the new owners of Arachnid, Mike Tillery and Bill Martin, to get their views.

Play Meter's Valerie Cognevich addressed the conference with remarks on where the coin-op industry is headed. ☐

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## Hot 100

| TITLE | ARTIST | Label & Number/Distributing Label |
|---|---|---|
| 1. Toy Soldier | Martika | Columbia 38-68747 |
| 2. Batdance | Prince | Warner Bros. 7-22924 |
| 3. Express Yourself | Madonna | Sire 7-22948/Warner Bros. |
| 4. So Alive | Love and Rockets | RCA 8956 |
| 5. On Our Own | Bobby Brown | MCA 53662 |
| 6. If You Don’t Know Me By Now | Simply Red | Elektra 7-69297 |
| 7. Lay Your Hands On Me | Bon Jovi | Mercury 874 452-7/Polygram |
| 8. Once Bitten Twice Shy | Great White | Capitol 44366 |
| 9. I Like It | Dino | 4th & B’way 7483/Island |
| 10. Right Here Waiting | Richard Marx | EMI 50219 |

## Country

| TITLE | ARTIST | Label & Number/Distributing Label |
|---|---|---|
| 1. Cathy’s Clown | Reba McEntire | MCA 53638 |
| 2. She’s Got A Single Thing In Mind | Conway Twitty | MCA 53633 |
| 3. Why’d You Come In Here Lookin’ Like That | Dolly Parton | Columbia 38-68760/CBS |
| 4. One Good Well | Don Williams | RCA 8867-7 |
| 5. Timber I’m Falling In Love | Patty Loveless | MCA 53641 |
| 6. You Ain’t Going Nowhere | Chris Hillman & Roger McGuinn | Universal 66006 |
| 7. More Than A Name On A Wall | The Statler Brothers | Mercury 874 196-7 |
| 8. Sunday In The South | Shenandoah | Columbia 38 68892/CBS |
| 9. Dear Me | Lorrie Morgan | RCA 8866 |
| 10. What’s Going On In Your World | George Strait | MCA 53648 |

## Compact Discs

| TITLE | ARTIST | Label & Number/Distributing Label |
|---|---|---|
| 1. Soundtrack: Batman | Prince | Warner Bros. 25936 |
| 2. The Raw And The Cooked | Fine Young Cannibals | I.R.S. D-6273/MCA |
| 3. Full Moon Fever | Tom Petty | MCA MCAD 6253 |
| 4. The End Of The Innocence | Don Henley | Geffen GHS 2-24217 |
| 5. Repeat Offender | Richard Marx | EMI E2-90380 |
| 6. Blind Man’s Zoo | 10,000 Maniacs | Elektra 60815-2 |
| 7. Anderson, Bruford, Wakeman, Howe | Anderson, Bruford, Wakeman, Howe | Arista ARCD85-90126 |
| 8. Like A Prayer | Madonna | Sire 2-25844/Warner Bros. |
| 9. Don’t Be Cruel | Bobby Brown | MCA MCAD 42185 |
| 10. Girl You Know It’s True | Milli Vanilli | Arista ARCD 8592 |

## Pop/Rock Albums

| TITLE | ARTIST | Label & Number/Distributing Label |
|---|---|---|
| 1. Soundtrack: Batman | Prince | Warner Bros. 25936 |
| 2. The Raw And The Cooked | Fine Young Cannibals | I.R.S. 6273/MCA |
| 3. Hangin’ Tough | New Kids On The Block | Columbia FC 40985 |
| 4. Don’t Be Cruel | Bobby Brown | MCA 42185 |
| 5. Girl You Know It’s True | Milli Vanilli | Arista AL 8592 |
| 6. Full Moon Fever | Tom Petty | MCA 6253 |
| 7. Walking With A Panther | L.L. Cool J | Def Jam OC 45172/Columbia |
| 8. Repeat Offender | Richard Marx | EMI 90380 |
| 9. Forever Your Girl | Paula Abdul | Virgin 90943 |
| 10. Like A Prayer | Madonna | Sire 25844/Warner Bros. |

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# New rules shrink qualified plan benefits

Qualified plans (pension and profit-sharing plans) have always been a tax-saving leader. They still are. But over the years Congress has been backing away at the benefits the owner of the successful, closely-held business can salt away into a qualified plan for his own benefit.

The new 1988 tax law takes a fresh swing that narrows the benefits even further. For tax years beginning in 1989, a $200,000 limit is placed on any qualified plan participant's compensation that is used to determine the benefit (for a typical pension plan) or contribution (for a typical profit-sharing plan.) This applies to all plans—even plans that are not top heavy. Prior to 1989, only top-heavy plans were subject to the $200,000 limit.

What does this mean to high-earning business owners? Consider this example. Joe Success owns 100 percent of Little Company and earns $300,000 per year. Little Company has many other employees, each earning $25,000. Prior to 1989, Little Company had a non top-heavy, 10 percent profit-sharing plan. Joe received a contribution of $30,000 (10 percent of $300,000) while each of the other employees received $2,500 (10 percent of $25,000). For 1989, Joe will receive only $20,000 (10 percent of $200,000) while the other employees will receive their same $2,500 contribution. Sure, Joe could kick the plan up to 15 percent and still get the same $30,000 (15 percent of $200,000) but that would raise the cost to $3,750 (15 percent of $25,000) for each employee.

Wait, there's more. The $200,000 limit is subject to the so-called "family aggregation rules." Any five percent owner and most highly compensated employees are subject to the rule. The salary of a husband, wife, and their children or grandchildren under the age of 19, who all work for the same company, are all considered one unit for the purpose of the $200,000 limit. For example, if Henry Owner earns $200,000, his wife earns $50,000, and his 18-year-old daughter earns $25,000, the salary may total $275,000, but only $200,000 will be considered, and the contribution must be split among the family.

What should you do if you think you may be caught by the new rules? Meet with your plan consultant to determine if your present plan or plans should be amended, your contribution policy changed, a new plan started, or some other strategy employed.

Qualified plans are only one of the dozens of ways for a business owner to take money out of his closely-held corporation.

## Chances of an IRS audit decrease

The game never ends. You file. The IRS audits. During 1988, a total of 1,061,000 individual income tax returns were selected and subjected to the displeasure of an IRS audit. Overall, this means that 103 returns out of 10,000 filed were examined in 1988, down a bit from the 109 per 10,000 in 1987.

But don't get over-confident that these low percentages apply to you. The higher your income, the greater your chances the IRS will pay you a visit.

Here is a breakdown of the chances that your personal return will be audited, based on 1988 figures.(See figure 1.)

To give you an idea of the massive task the IRS has each year in tracking down tax cheats, the IRS received 103.2 million individual returns in 1988, plus millions more for corporations, partnerships, and trust returns.

The chances of having your business or company audited decreased in 1988 compared to 1987, especially for corporations. However, your chances of hosting an examining agent in 1988 increased if you operate a small unincorporated business.

| Total Positive Income | Chances in 10,000 of being audited |
|---|---|
| $10,000 to $25,000 (w/itemized deductions) | 125 |
| $10,000 to $25,000 (without itemized deductions) | 61 |
| $25,000 to $50,000 | 121 |
| $50,000 and over | 232 |

Figure 1

| Non-corporate Business Income—Schedule ''C'' | Chances in 10,000 of being audited | |
|---|---|---|
| | 1987 | 1988 |
| Under $25,000 | 141 | 145 |
| $25,000 to $100,000 | 201 | 212 |
| $100,000 and over | 386 | 420 |

| Corporations (in assets) | Chances in 10,000 of being audited | |
|---|---|---|
| | 1987 | 1988 |
| Under $25,000 | 73 | 72 |
| $250,000 to $500,000 | 93 | 81 |
| $500,000 to $1 million | 139 | 111 |
| $1 million to $10 million | 410 | 320 |
| $10 million to $100 million | 2,292 | 1,846 |
| $100 million and over | 6,908 | 5,354 |

**Figure 2**

## The story on Section 89

Almost every business publication has an article on Section 89. This section applies non-discrimination rules to employee accident and health plans, insurance plans, and other employee benefit plans. Every business is covered, even if you have only one employee.

Will Section 89 ever be put into effect? Maybe yes, maybe no. Treasury secretary Brady has just announced a delay until October 1 to begin testing plans for compliance with the complex Section 89 regulations. Good news. Even better news is that a number of bills are pending in Congress to simplify or even dump this onerous law. Brady said, ''The Section 89 regulations impose unreasonable compliance burdens on business. The cost of compliance, as it presently stands, is excessive.''

It is almost a sure bet that Section 89 will be amended into a much simpler law. There is a slim possibility it could be repealed. My advice is to adopt a wait-and-see attitude. Don't spend any time or money trying to comply with the present law or regulations. Wait for new legislation. Once passed, you can forget about the present law and concentrate on the new law.

Just comply with the present law if the new law doesn't come into existence before Oct. 1. Keep watching your business and trade journals. This is a developing story.

## Home telephone deductions

For many business people—owners and employees alike—doing business doesn't end after leaving the office. It follows millions of people into their homes—homes with telephones used for business purposes. The IRS has its eyes on those phones and a new set of rules starting in 1989.

The business use of a telephone used in the home continues to be deductible. But here's an unwelcome new rule: No deduction is allowed for the cost of obtaining local telephone service on the first telephone line in your home. It makes no difference how much you use the telephone for business, you can't write off this basic charge or any taxes imposed on it.

The new rule does not apply to extra services you buy for business purposes (for example, call forwarding) or for long distance business calls. Additional charges for business-connected ''message units'' escape the new rules.

Is there a safe way to avoid the new rule? Yes, get a second line or more lines, if necessary. Use the second line only for business and the first line only for personal calls. Not only will the entire cost of the second line be deductible, but your record-keeping will be simplified.

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**Frank Seninsky**

# What to look for at AMOA

With this year's AMOA show being held only a week after Labor Day, I'm confident that there will be several exciting games shown, which operators will be able to receive by early October. In the past, many operators held off purchasing games in the fall, patiently awaiting a November AMOA, only to find out that the models they wanted would not be ready until after Christmas. Now that no one has to hold back, I'm hoping that operators will gross higher revenues at the end of '89 than in '88.

I'm especially interested in looking for changes in technology and how the operating business may change in the near future. There is much speculation on whether home video games may go coin-op or whether coin-op will triumph over home video in the long run. Our future in this business weighs heavily in the balance; it's here at AMOA '89 that we will be dealt the hand that we must play in the next round.

Looking at the crop of good earning video games that have been released this summer, it's obvious that the manufacturers are starting to look out for the operator's financial health (as well as their own) by releasing some excellent games as kits. With the exception of *Hard Drivin'* (which costs a bundle), my best earning video games are *WWF Superstars, Golden Axe, Arch Rivals,* and *Bottom of the 9th*. All we need is just a few more great kits and one or two super dedicated videos and operators should be able to get well into 1990 in good shape. Last year we had *Super Off Road, Team Quarterback, Ninja Gaiden,* and *Tetris*, just to name a few.

Standardization: Most of the standardization compliance ratings that I have done in the last month have resulted in about a 50 percent level for most manufacturers. That isn't too bad, but there is certainly room for improvement. I'm hoping that many of you will take a few minutes to fill out a compliance form. With a little push from operators at the AMOA, I don't see any reason why in the next few months the average industry standardization compliance couldn't be increased to 80 percent or better. Just think how much time and money that will save operators.

Seminars: This year's seminar schedule of 14 offers unique opportunities for operators to cash in on the expertise of some very successful people. Russ Love, AMOA seminar chairman, did a great job of assembling this talented group of speakers and on a rather limited budget. Here is a brief listing:

Owners can save thousands of dollars in overhead costs by checking out all the various ways to buy/lease and/or go with employee-owned vehicles. It is a fact that my company saves over $30,000 a year by not owning route cars, and I'll explain how in this seminar. If you are thinking about buying or selling a route, learn how it's done by three of the best in the business and all AMOA past presidents: Dick Hawkins, John Estridge, and Fred Collins.

Dave Hagan of Merritt and Hagan is presenting two seminars. We all need to know the cheapest and most effective ways to fight unfair game licenses, as this negative aspect of our business keeps getting worse and worse as budget deficits grow. Dave also has some key pointers on how to keep your locations under contract and protect your business so when it comes time to sell your route, you'll get a much higher price. When I need legal advice related to coin-op, I contact Dave, and his is always right on target.

> *"I'm especially interested in looking for changes in technology and how the operating business may change in the near future."*

I am always impressed with Randy Fromm's classes and hope that I get to attend both of his. If you use kits, don't miss Fromm's "Soup to Nuts" demonstration on how to do conversions. Making your conversions look better for longer in less time is a very practical goal. Randy's "Best Technical Tips of All Times" is guaranteed to improve the troubleshooting ability of any routeman.

This year a Distributor Firing Line takes the place of the manufacturer panel. The distributor is the most misunderstood segment of our industry. Operators will get a chance to ask our panel of four respected distributors (Steve Koenigsberg of State Sales, Joe Cirillo of Betson, Steve Lieber-

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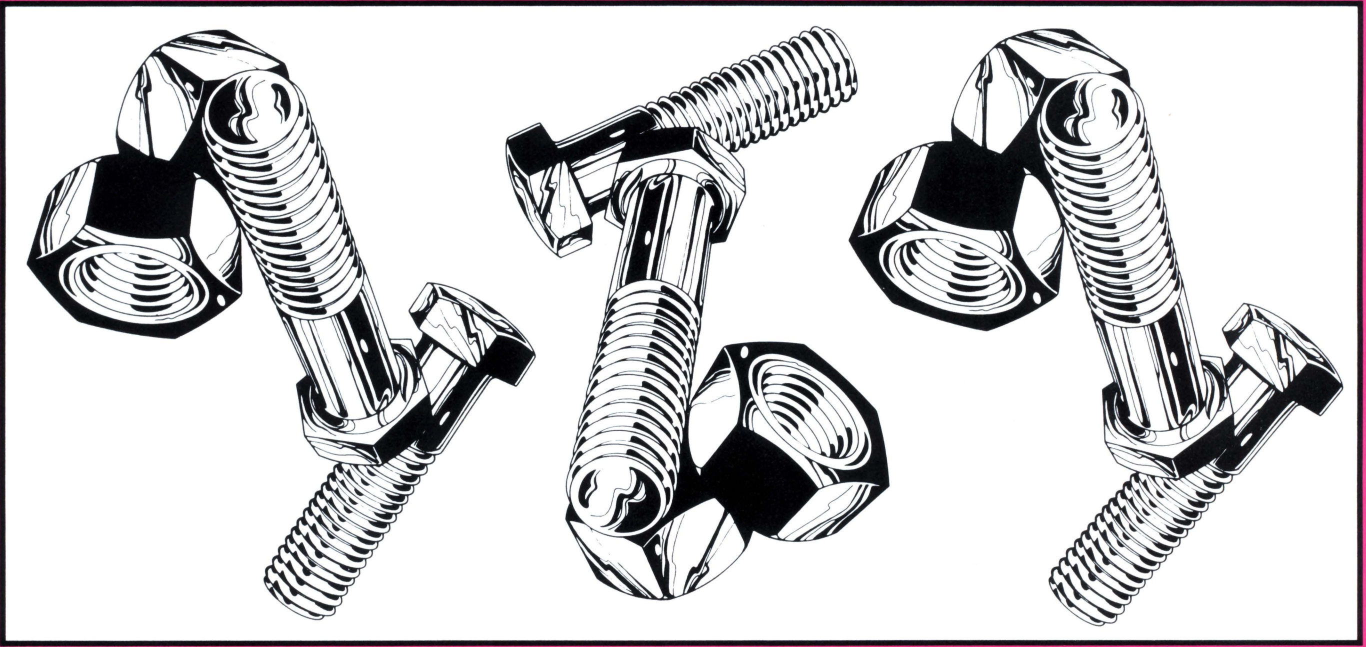

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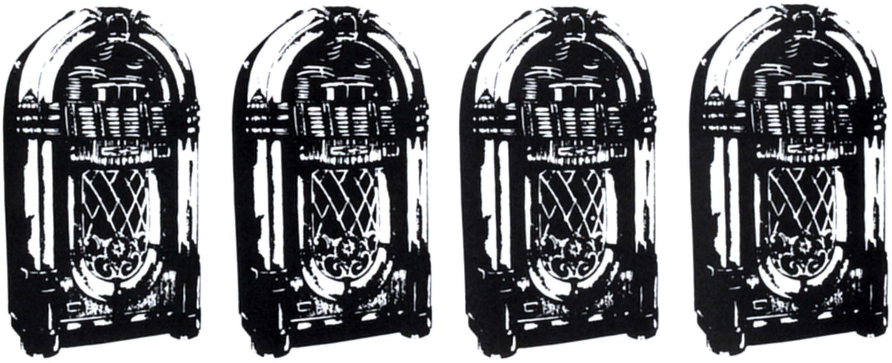
Todd Erickson is at his best when he gets into game adjustments that turn ''dogs'' into ''winners'' and good earning games into better earners. Todd can help you increase your video and pin income by more than 10 percent if you just pay attention carefully.

Charles Ross always had standing-room only seminars at Play Meter's Amusement Operators Expo (AOE) and has recently been added to the line-up of ACME speakers. His seminars always help me discover ways to better manage my company and improve the bottom line. AMOA is happy that Charles is now part of the AMOA team. Charles is also part of the AMOA traveling seminar program.

There has been much talk about how states like Montana have legalized poker and keno games for the operator. Several other states are now considering having amusement operators run this category of games. Wally Bohrer, Phil Benson, and AMOA attorney Elroy Wolff will give you the complete story.



There will also be jukebox programming and marketing seminars, showing how operators can benefit from the jukebox's 100th anniversary. This year's banquet look like it will be even better than last year's (if that's possible!)

I would like to mention that AMOA added 85 booths to its original floor plan and has sold all of these. There will be over 600 booths, some with new exhibitors. I'm looking forward to meeting the new exhibitors, as this industry could surely use their new concepts and ideas. Have a great show and, as always, keep cranking! ☐

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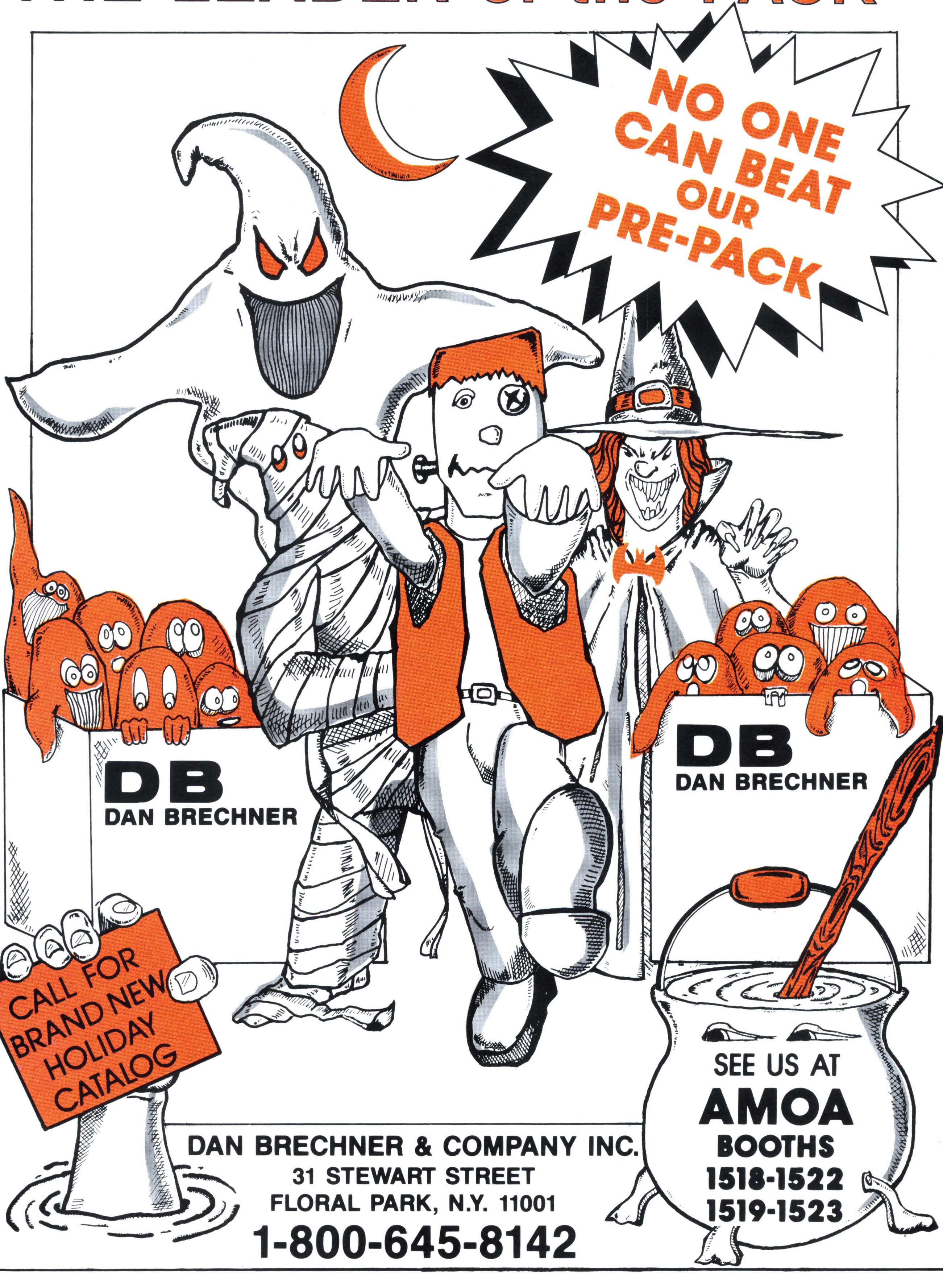
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***[OPERATORS: This column is devoted to you. It is your chance to have your voice heard on the state of the industry. We welcome all complaints, compliments, and comments. We will print letters as received, when possible. We would appreciate it if you would refrain from sending a scathing letter about a specific manufacturer. Instead, we would like your general observations on the industry. Your name will not be used if you so request. Take a few moments to share your thoughts with the rest of the coin-operated entertainment industry. There is a self-addressed sheet waiting for you to fill out and return to us.]***

### Nintendo a great buy

It seems that most operators have nothing to do but complain about low earnings, high prices, and Nintendo home games. The Nintendo software kits are the best return on investment we have on our route. It's like a jukebox and the kits are the music. I hope Nintendo keeps up what they are doing.

Anytime we can spend $200 and earn $60 a week that's OK with me. We pay up to $1495 for kits that only earn $100 a week and we have to move them every six weeks. The Nintendo salesman calls me and comes by for lunch every six weeks or so. No other factory I know of does that.

I hope you print my letter!

Riverside, Calif.

### Congratulations, Data East

Congratulations to Data East for the ability of making *HippoDrome* two-men for a quarter. All videos should have that option.

The high score initials on video and pin games should be limited to two. The industry has enough problems without giving players enough space to insert swear words on the machines. These are a bigger turn-off than the blood and guts to a parent.

Another trade magazine showed a chart of the popularity of home video games. Turn it upside down and you get to see the decline of coin-op video. If that isn't enough proof, what is?

Saginaw, Mich.

### We need more

Where are the articles operators need to help them run their businesses and handle every day business problems? We sure miss them here. Please resume running pieces on accounting, office procedures, finance, banking, etc.

Van Nuys, Calif.

### Standardization

Standardize, standardize, standardize. Game cabinets need to withstand heavy usage and remain scratch-free. Additionally, cabinets should:

— Be Made for easy conversion and moving (wheels on every cabinet)

— Have plenty of logos and overlays

— Have standard wiring harnesses

— Have Buttons with instructions etched on, i.e. jump, kick, etc.

Industry operators should send into Play Meter criteria for sight selections. A comprehensive collection of operator opinions would be very helpful.

What can we do about part-timers in the industry, people who buy one machine new and talk the location into letting them place it next to our equipment? They don't think there's a need for servicing new equipment and sometimes give bigger commissions. They usually don't last long, but they can make a dent in profits while they're there.

Your equipment popularity polls are great!

Godfrey, Ill.

### Make manuals more helpful

I want to be able to know what part I need and what it's called. I am sick and tired of games that come with manuals that have incomplete or non-existent drawings of assemblies. For example, look at any Sega simulator manual and find me an internal part. Smart Industries' *Shoot to Win* game doesn't even give any real information. Help the AMOA standardization committee!

Stockton, Calif.

### Bill acceptors

I have nothing but trouble with bill acceptors. It doesn't matter who makes 'em or what game they came on. Every game I have received with a dollar bill acceptor, I have had to have them replaced with a new one. Let's get with it people; isn't there such a thing as testing a game before you sell it anymore?

Stockton, Calif.

# AND NOW . . .
# A WORD FROM OUR READERS!!!

An operator challenged us to provide space and invite everyone in the coin machine business to write about what is right, wrong, or can be corrected within the industry. OK, here's the space. Now it's up to all of you to fill it with comments on the industry. We will not print your name if you so request, but we will print your comments just as you have them. The operator suggested running the page for three issues, but we will leave it indefinitely if you continue to send your opinions.

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**Randy Fromm**

# Electronic coin mechanisms

*"Treasury Department announces new, 35-cent coin! Coin-op amusement income jumps 40 percent!*

Sounds great, doesn't it? Imagine being able to get 35 cents per play instead of just a quarter. Of course, the Treasury Department has no plans to release such a coin but there is a way that operators can obtain a higher price per play.

Coin Controls, Inc. manufactures an electronic coin acceptor that allows operators to set the price of each game at anything from five cents to $1.60. The unit is available as a retrofit kit for use in just about any game and allows the player to use any combination of nickels, dimes, or quarters.

### EM5 multi-coin acceptor

The kit consists of two main components: The EM5 coin acceptor unit and an electronic credit control unit.

The EM5 mounts on the coin door itself, replacing the mechanical coin mechanism. Instead of using mechanical means to validate the coin, the EM5 tests the coin by allowing it to roll freely past two pairs of sense coils. These coils test the diameter of the coin as well as its metallic content. The readings obtained by the coils are then compared to the values for "legitimate" coins that are stored in the EM5's electronic circuits. Genuine coins are validated and allowed to drop into the cashbox while bogus coins (slugs, tokens, and foreign coins) are rejected and sent to the coin return cup on the bottom of the coin door.

The output of the EM5 is then passed to the credit control unit. The CCU enables the operator to set the price for each game by setting the DIP switches. Prices are set in five-cent increments. The output of the CCU is connected to the coin switch input of the game, just as a normal coin switch would be connected.

### Installation

The installation procedure is pretty simple. It should take less than an hour once the procedure has become familiar.

Because the "accept" slot of the EM5 is somewhat offset from that of the standard mechanical coin acceptor, the hole in the cashbox enclosure must be enlarged to ensure that accepted coins will drop into the cashbox. The best way to enlarge the hole is by using a "nibbler" tool. The nibbler works by cutting a small piece of the metal at a time and working around and around the hole. The nibbler tool is available from Radio Shack for around $10. Since there is room for only one EM5 on the coin door, only the right hole need be enlarged.

The next step is to strip the coin door. Remove the wires from the coin microswitches and the coin entry lamps. Next, remove the coin mechanisms and the base plates. Although only one of the mechanisms on the door will be replaced, stripping both of the mechs may make installation easier.

There are a couple of small tabs on the base plate that must be bent flat or removed. This is easily done with a pair of pliers.

The retrofit kit comes with a new reject cup assembly and lampside. The lampside also has a new plastic lever on it to lock the EM5 in place. The kit also includes an entry/reject button that is marked 5 cents/10 cents/25 cents to indicate multiple coin acceptance.

Re-assemble the coin door using the new parts in the kit and mount the EM5 on the door. Because the left coin mechanism will no longer be used, it must be blocked off. This is accomplished by cutting a piece of plastic or metal to block the coin entry slot. A blank entry/reject button is also available from Coin Controls. This blank button may be included in future kits.

The next step is to mount the Credit Control Unit. The CCU may be mounted on the inside wall of the cabinet or on a bracket (not included) on the top of the cashbox enclosure itself.

### Electrical connections

A six-pin connector is used to connect the CCU to the game. One of the pins is blocked off for use as a "key" to prevent the connector from being installed backwards.

The CCU and EM5 are powered by +12 volts DC. The +12 can be obtained from the power supply in the game. The two units require a maximum of only 200 milliamps (.2 amps). Virtually any power supply can handle this extra load.

The "coin-up" output of the CCU is an isolated relay contact. When the proper number of coins are inserted, the relay contacts close for 100 milliseconds. This simulates the amount of time that a quarter or token will close a normal microswitch in a game. This "credit output" is connected to the wires that would normally be connected to the coin microswitch.

The CCU also has a coin meter output that will increment a meter once for each five cents of coinage. A coin meter may be connected to indicate the actual amount of money earned by the game or may be connected in the traditional manner to show the number of games purchased.

### Bonus feature

The Credit Control Unit also has a bonus feature that may provide an incentive for players to insert more money initially in order to obtain a lower price per play. For instance, the operator can set the price of an individual play at 35 cents but offer four games for a dollar. The bonus feature can be set at any price from $1 to $1.75. The number of bonus plays is also adjustable from zero (no bonus) to seven bonus credits.

### Separating the coins

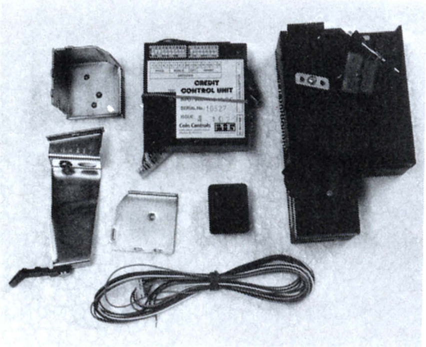
The EM5 electronic coin acceptor will accept nickels, dimes, and quarters in any combination. However, all of the coins are deposited in the cashbox together. The EM5 does not separate the coins. While it is certainly possible to separate the coins by hand, it isn't at all practical. Operators that make the switch to electronic coin validation will need some means of sorting the coins in the cashbox.

There are several methods of sorting the different coins. One is to use a coin sorter that uses a series of stacking trays, each with progressively smaller holes. The larger coins remain on top while the smaller coins fall to lower levels. It's marketed by Wico under the name Kwik-Sort for $52.24.

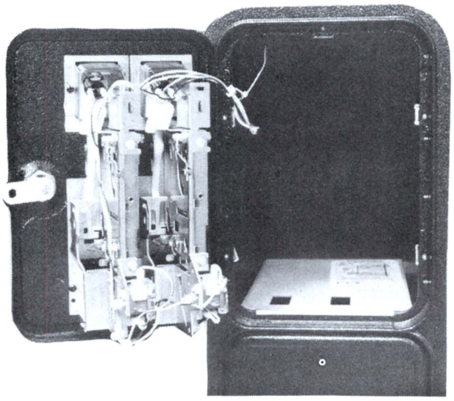
Another coin sorter uses a tilted tray with channels in it. A handful of mixed coins is placed in the top of the tray and the different-sized channels guide the various coins to individual stacking areas at the bottom. It's called the Nadex coin sorter and stacker and costs $86.70.

The best method is to use a coin sorter/counter that counts and sorts at the same time. The Firenze portable coin counter is an ideal choice for this application. It can be operated as a motor-driven unit or hand cranked. The unit will separate coins by counting the coins with the largest diameter first. Smaller coins are passed through the unit and collected in a separate cash bag. The process is then repeated until all of the coins have been counted. The Firenze coin sorter/counter is marketed by Wico under the name Tru-Kount with a cost of $879.

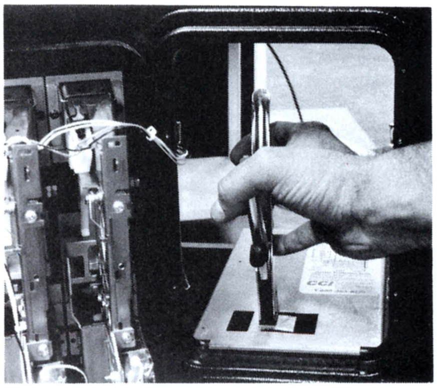
For more information on the EM5 electronic coin acceptor, contact Coin Controls at (312) 228-1810. ☐



The electronic coin mechanism retrofit kit consists of the EM5 electronic coin acceptor, the Credit Control Unit, a coin entry/reject bezel, coin reject cup, lampside and connecting cables.

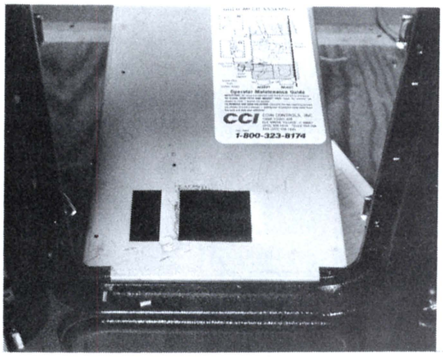


The coin door prior to installation.

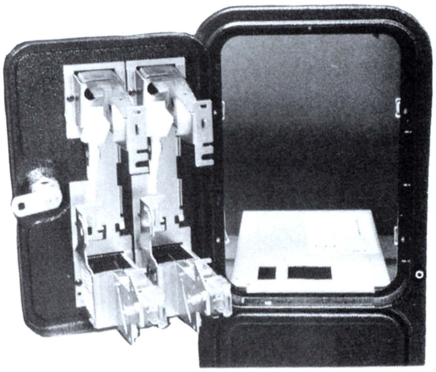


Use a nibbler tool to enlarge the hole in the cashbox enclosure.

Close up of the nibbler tool.



The enlarged hole.



Remove the microswitch wires, the lamp wires, and the coin mechanisms.

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**Program #3 Power Supplies Parts 1 & 2** — Approximately 60 minutes — $49.95

Power supplies are easy to understand and to repair. This two part lesson covers both power supplies and voltage regulator circuits in great detail. This program is a recommended prerequesite for those wishing to learn to repair videogame monitors as many monitor problems can be traced to failures in the monitor's power supply.

**Program #4 Raster Scan Monitors** — Approximately 60 minutes — $49.95

The popularity of conversion kits in today's operations means that videogame monitors must be kept operating longer than ever before. This lesson details the operation of monitors and outlines many of the common problems you can expect to encounter. Monitor safety is also covered in this lesson.

**Program #5 The Digital Multimeter** — Approximately 30 minutes — $29.95

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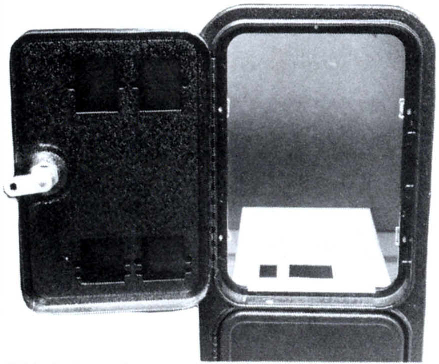
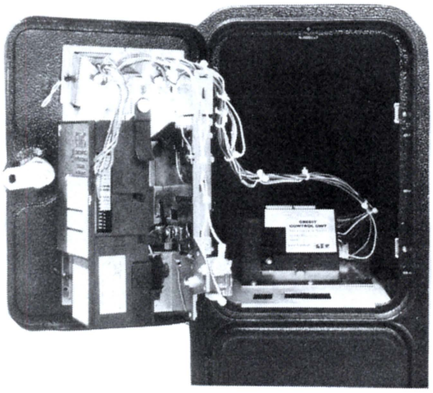
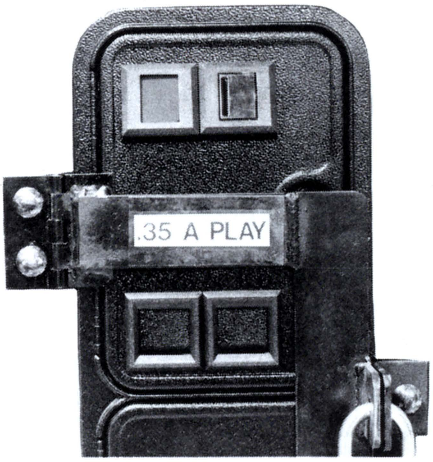


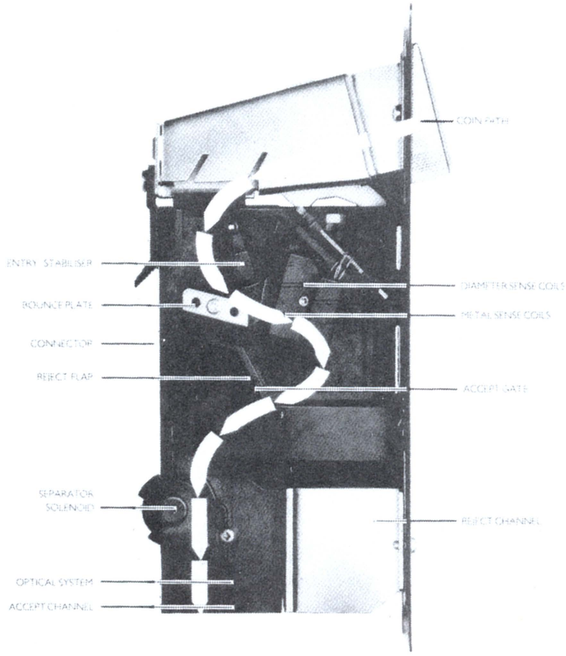
With the base plates removed, the door is completely stripped.



The completed installation. The Credit Control Unit is mounted on a bracket on the cashbox enclosure.



The mechanical coin mech on the left side is unused. The coin entry is blocked off.


COIN PATH
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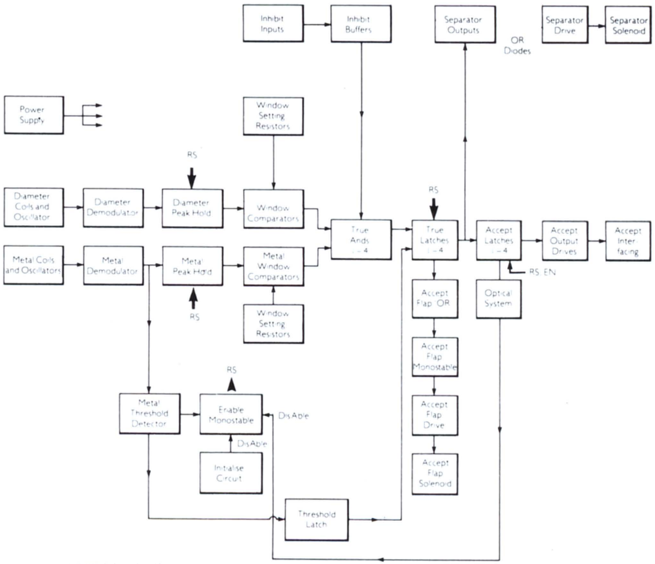
METAL SENSE COILS
CONNECTOR
REJECT FLAP
ACCEPT GATE
SEPARATOR SOLENOID
REJECT CHANNEL
OPTICAL SYSTEM
ACCEPT CHANNEL

The EM5 electronic coin acceptor.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Inhibit Buffers
Separator Outputs
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Separator Drive
Separator Solenoid
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RS
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Diameter Demodulator
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True Ands 1–4
RS
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Accept Latches 1–4
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Metal Coils and Oscillators
Metal Demodulator
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EM5 block diagram.

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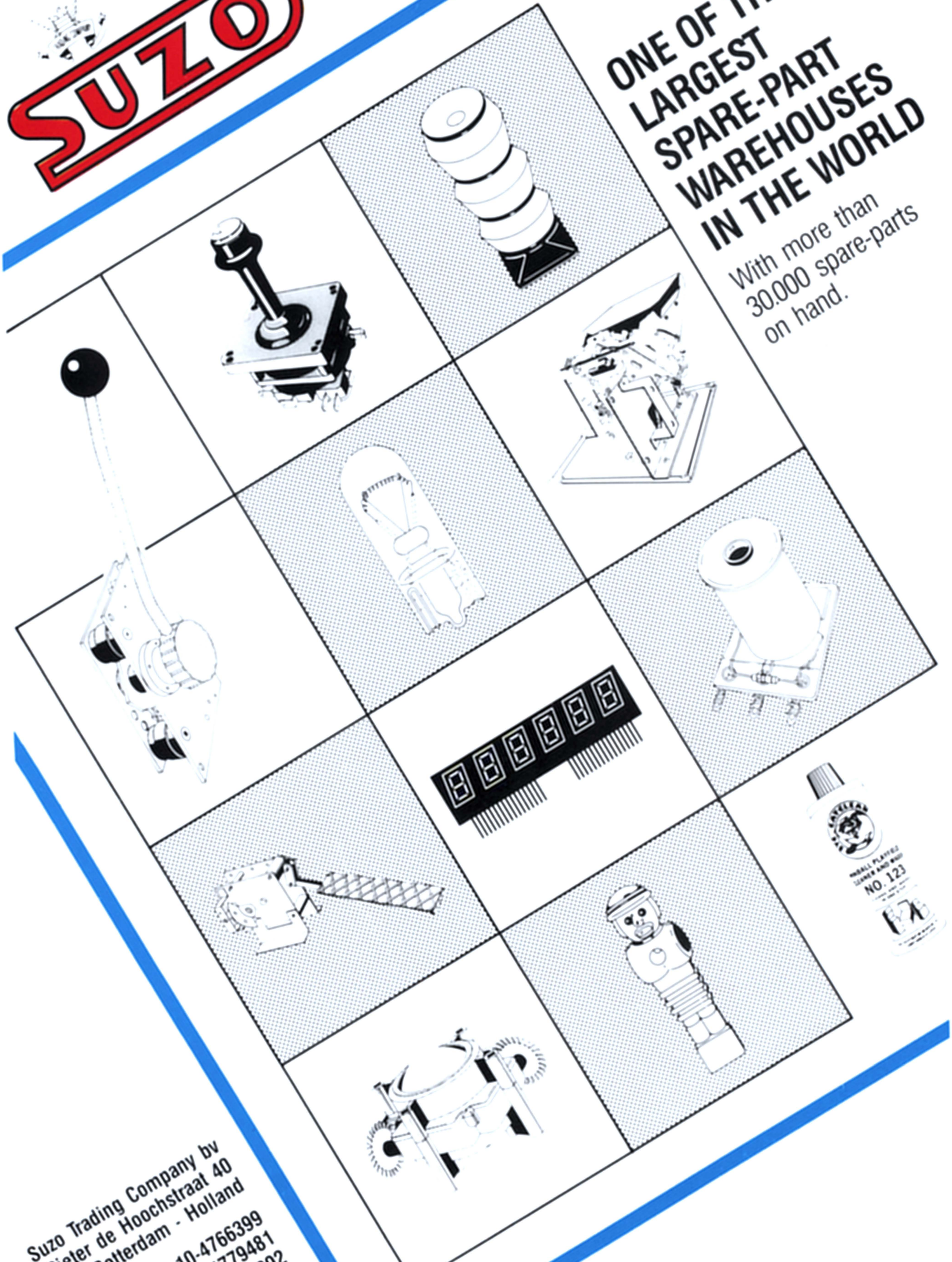

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**Randy Fromm**

# Zanen monitor ''get well'' kits

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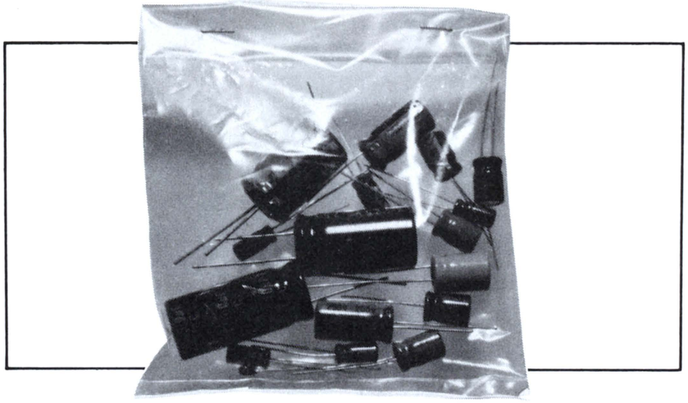


Kit #101 is for Electrohome GO7 monitors. It contains 17 capacitors and sells for $7.95.

Generally speaking, that's sage advice. But operators are always on the lookout for ways to reduce the number of service calls received from locations. After all, field service is a big expense for operators, and if anything can be done in the way of ''preventative'' maintenance, future failures can be reduced or eliminated altogether.

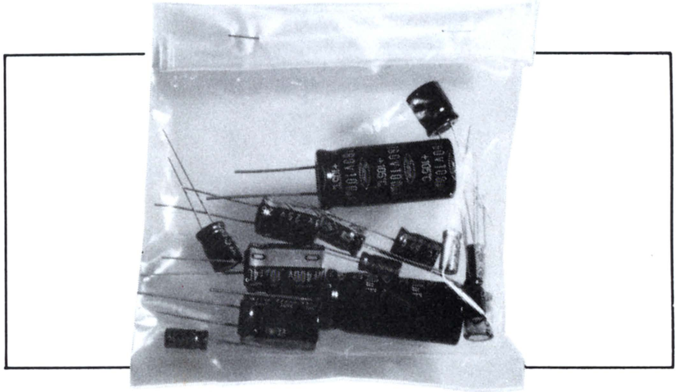
Many monitor failures can be repaired (or prevented from happening in the first place) by installing monitor ''get well'' kits. These kits are essentially a number of electrolytic capacitors (and one potentiometer in one of the kits) that are used to replace the caps, which have become the number one failure item in aging video game monitors.

By replacing the capacitors *before* the monitor exhibits symptoms of failure, many more years of trouble-free operation are all but assured. When a game is in the shop, the monitor board can be pulled out and the ''get well'' kit installed. The installation takes less than 30 minutes. Each kit comes with detailed instructions and illustrations for installation.

There are kits for Electrohome, Nintendo, and Wells-Gardner monitors. Though each kit contains components that are easily obtainable from most electronics suppliers, the cost is actually less than if the same components were purchased directly. The reason: volume, volume, volume! Zanen buys thousands of capacitors at a time and takes advantage of huge volume discounts.

For more information, contact Zanen Electronics, 3109 Second St., Lubbock, TX 79415; (806) 793-6337. ☐

Kit #201 is for Wells-Gardner K4600 series monitors. It contains 13 capacitors and one potentiometer. The cost is $6.95.



Kit #301 is for Nintendo monitors. It contains 15 capacitors and sells for $6.95.

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# Output circuitry

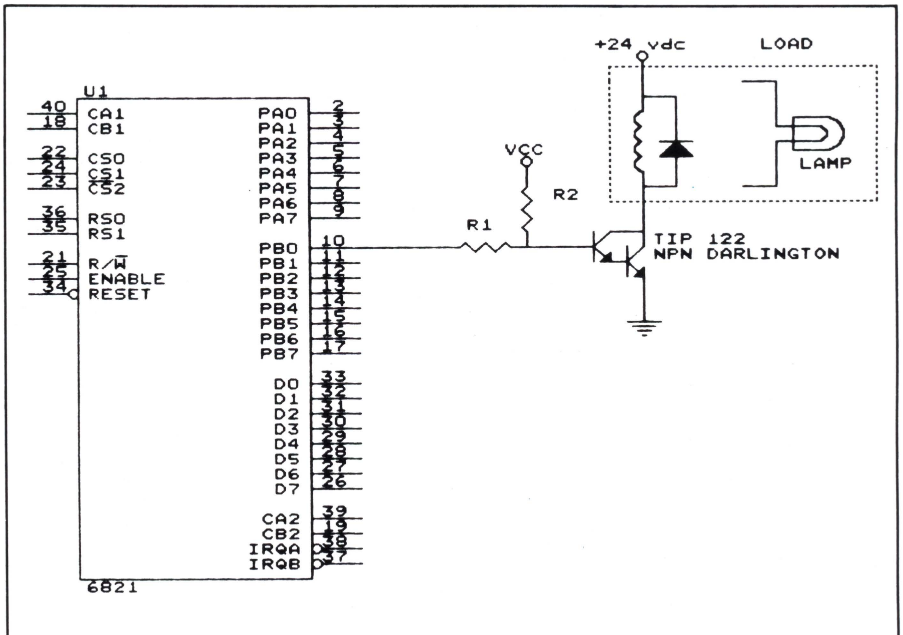
In the last article we discussed several different types of input circuitry and ways to troubleshoot them. We also discussed different types of test equipment, like a logic probe and a multimeter, to aid in troubleshooting your inoperative logic boards.

This article will focus on another one of the more common areas of the circuit board to fail: the output circuitry or the output device drivers.

Most of these output circuits will be the type that use a darlington transistor to control a device such as a coil on a pinball machine to a flashing lamp on a control panel.

In some applications the transistor drivers may be used to strobe an LED display or to strobe a switch matrix.

Refer to figure #1 as I describe the normal operation of a typical transistor output used to switch a coil on or off. In figure #1 the 6821 PIA (peripheral interface adapter) is connected to the microprocessor's data bus.



A TYPICAL TRANSISTOR OUTPUT USED TO DRIVE A COIL OR LAMP.

Figure 1

The PIA has the ability to latch the output device on or off by holding the output to the transistor at a logic level "1" or logic level "0". In this circuit the 6821 PIA will be set to a logic level "0" by the microprocessor.

This will in turn hold the transistor base at a zero voltage potential. With the base of the transistor off or at zero volts, the collector will be 180 degrees out of phase or inverted. This means that the voltage on the collector of the transistor is at the source potential, in this case +24 volts DC.

With the collector at source voltage there is no current flow through the winding of the coil so the coil will not pull in; it is de-energized. If the microprocessor changes the state of the 6821 PIA's output pin to a logic level "1," then the 6821 will have a +5 volt potential. This voltage is then used to turn the transistor "on". But to ensure that the output of the 6821 and the base-emitter junction of the transistor does not burn open, we place a current-limiting resistor in series between the base and the output of the 6821. With a positive voltage applied to the base of the transistor, the transistor will then conduct or turn on.

While the transistor is turned on, the collector again is 180 degrees out of phase or inverted. This means that the collector is at a near zero voltage potential. With the collector at approximately zero volts, the coil has 24 volts DC on one side and approximately zero volts on the other side, thus allowing current to flow through the coil and the transistor.

With current flowing through the coil winding, the coil has an electromagnetic field that pulls the plunger into the center of the coil. In this particular circuit, the transistor being used is called a darlington transistor. This design transistor has a large amount of gain and the ability to dissipate more heat. These transistors, called darlington drivers, are one of the best choices for use as a transistorized switch.

In our example, all we require the coil to do is pull in for a few seconds, so the transistor switch works well. This output circuit is by far one of the most typically-used circuits to drive coin counters on video games. Note that on any coil that is to be driven by a transistor, the coil must have a diode across it. When the current flow is

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United Amusements, Inc. • 1975 Riverside Dr. • L.A., CA 90039 • (213) 664-1335 • Fax (213) 664-0518 • Sales: (800) 722-8258 turned off and the magnetic field is collapsing, the large voltage spike developed will not damage or short the transistor. This diode is very important, especially in pinball machines where the coil may be energized several times in a row as on a flipper, sling shot, or pop bumper.

### Hands-on testing

Now that you have a grasp of how a transistor switch works, let's put some hands-on testing to use. You will need a video game or a pinball machine. If you are using the video game, you will want to use a game for which you have a schematic. Find the coin counter output-drive transistor on the circuit board. It should look relatively close to our example with the exception of the 6821. The 6821s are usually used when more inputs or outputs are needed.

Next, locate a jumper or a piece of wire and connect one end to ground. Now briefly touch the other end of the wire to the collector (usually the metal tab) of the transistor under test. You should have seen the coin counter advance to the next number. This tells you that the coin counter and the wiring between the board and the counter are good. Now connect a 330 ohm resistor to your wire. Remove the end of the wire from ground and place it on the +5 volt terminal of the power supply. Next touch the unconnected end of the resistor to the base of the transistor. (DO NOT HOLD IT THERE TOO LONG.)

Again, you should see the coin counter advance. If it doesn't then the transistor is likely defective and should be replaced. If you are using a pinball machine, follow the same procedure except use one of the playfield coils such as a pop bumper, sling shot, or the knocker coil. This is the most accurate method of checking the output circuit. This method is called a ''go/no-go'' method.

You can use your multimeter or oscilloscope to aid you in checking the output circuitry. However, this takes time to get set up and you must cause the game to pulse this transistor on and off several times in a row, which is usually not that easy except with pinballs.

(NOTE: The output drive section of the circuit board is not the place to use a logic probe.)

If you have found a burned transistor on a board and have replaced the transistor and the circuit still will not operate, start troubleshooting by verifying all components and wires from the load backwards. This means checking to see if the load has power to it by testing the output driver, as previously stated in the paragraph above. If you're all the way back to the base of the transistor and you can manually turn the circuit on and off, then the problem is probably the integrated circuit that drives the transistor on and off.

Usually these IC's will go defective only if the drive transistor shorts base-to-collector or base-to-emitter. So checking

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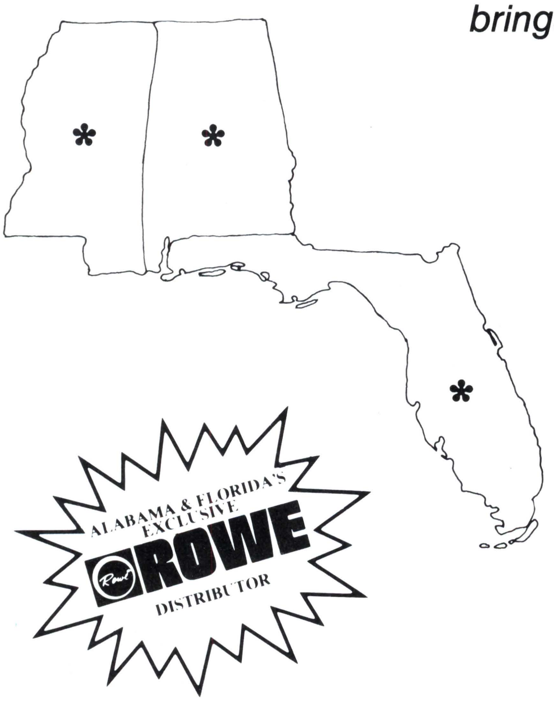

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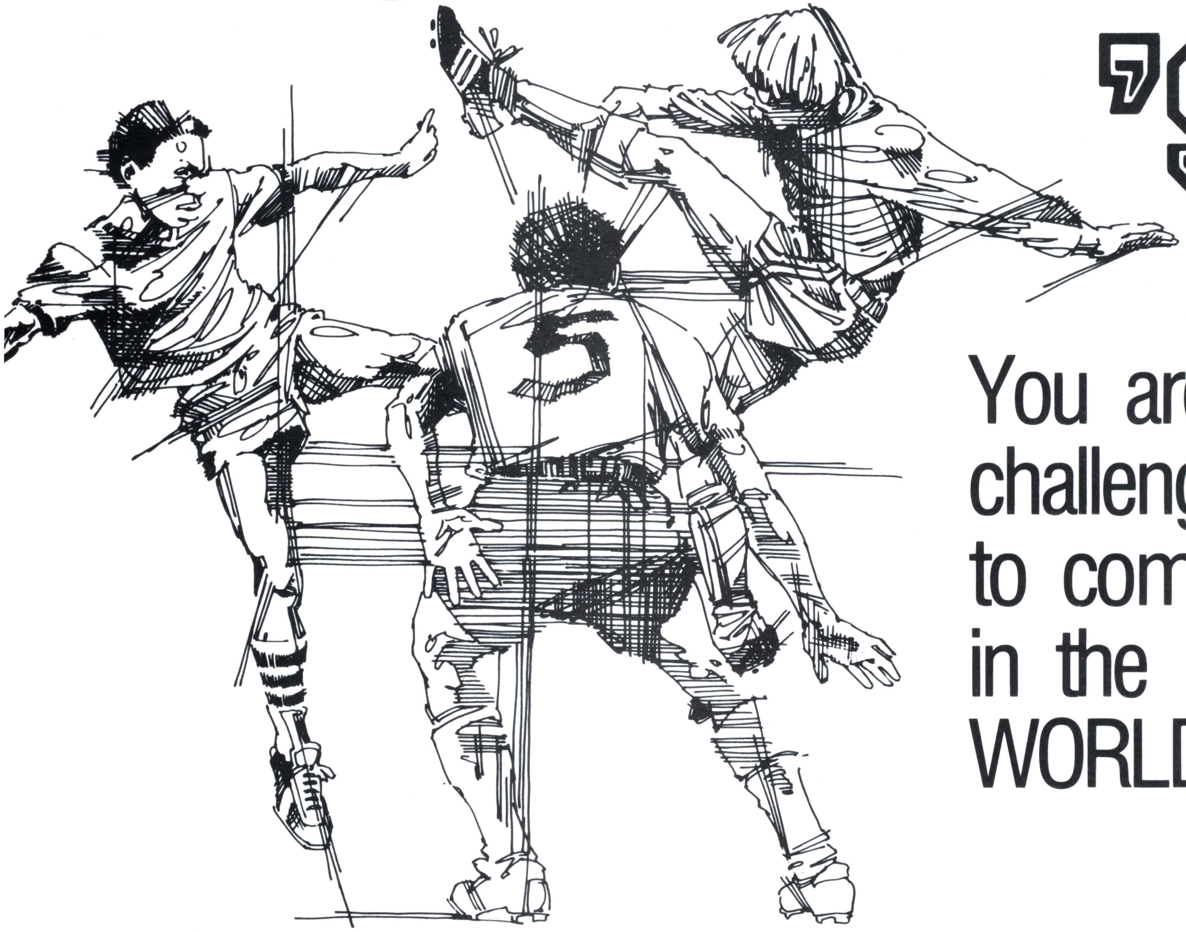

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the transistor may tell you if you should check farther back into the circuit board.

### Types of transistors

To check transistors, you must first know a little bit about them. There are several types of transistors and transistor-case styles. See figure #2. This shows three different case styles that are most commonly used.

Case style TO-92: These transistors are usually used as very small drive circuits for use on video RGB outputs or to drive an LED or a very small incandescent lamp on or off for short periods of time.

Case style TO-220: This style is most commonly used on short pulse coils, such as pop bumpers or coin counters and larger incandescent lamps. Don't get alarmed if you've seen this case style used elsewhere because it is used on other devices like voltage regulators, triacs, scrs, and fets.

Case style TO-3: This monster is used to control large coils or coils that may have to be on for longer lengths of time. The TO-3 case transistor is very close to the TO-220 except that it can dissipate more heat faster, especially if it is on a large heat sink. Again, don't be alarmed if you've seen this case style used elsewhere, because the TO-3 case is also used for different devices, such as voltage regulators and horizontal outputs.

Now that we have covered the outside aspect of the transistor, let's go inside. There are two basic transistor designs: the NPN and PNP transistor.

(NOTE: I mention this only as a reference and will not go into the differences between the two.)

There are also variations of these two basic devices, such as the small signal transistor, power output, darlington, horizontal output, audio, and rf types. There are several pieces of test equipment that will aid in testing transistors. But as a field service technician, I don't carry these devices around town with me. The only test equipment I carry is a good, easy-to-use, hand-held digital multimeter like the FLUKE 77 autoranging multimeter.

The multimeter you are going to use must have a diode tester built into it if you are going to check transistors or diode reliably. Yes, I have seen and talked to people that still only use an ohm meter to perform these tests. But this is not a solid means of testing transistors.

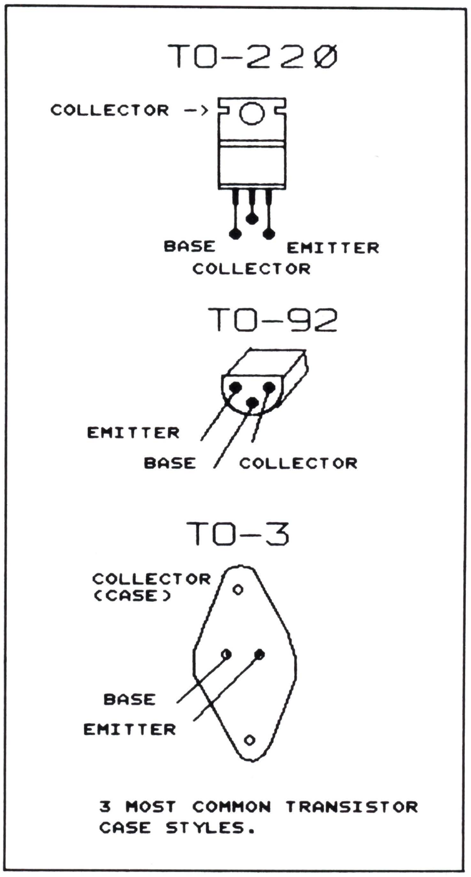

Figure 2

### Testing the transistors

Now that you have your digital meter set on the diode test, locate a known good NPN transistor, such as a 2N4401 or a 2N3904. One of these transistors will be our device under test.

(NOTE: All references are being made to NPN silicon type transistors.)

Use a cross reference manual or a data book to find the proper pin out of the device, or see figure #2 TO-92 case style. We will be making a series of tests as follows: base-emitter forward bias, base-collector forward bias, collector-emitter base-emitter reverse bias, and base-collector reverse bias.

Next, connect the positive meter lead to the transistor base lead. Connect the negative lead to the emitter and your meter should indicate this transistor junction as being good. A good transistor will show a value between .400 and .800. If your meter has an audible diode check, you will get a short beep; most transistors will be in this range.

There is one transistor type that will not be in the .400 to .800 range: the darlington type, which are usually around the .900 to 1.50 range. This is because a good transistor junction will act as a silicon diode under test, showing a .400 to .800 junction drop. A darlington base-emitter junction will act as two diodes in series, showing a junction drop of .9 to 1.4.

Back to our testing. If your transistor shows a value around the ranges indicated, please continue. Leaving the meter lead on the base of the transistor, move the meter lead that is on the emitter to the collector. Your meter should, again, show a junction drop of .400 to .800. Now move the meter lead off of the base and place it on the emitter. This time you should not get any reading other than an open. Now reverse the meter leads and place them on the same pins. Again, you should not read anything.

If you have come up with the same values, please continue. Place the negative lead of your meter on the base and the positive lead on the emitter. Your meter should show an open junction, which is normal. On some darlington transistors, you will get a reading to determine if this is the case. Use a known good transistor for comparison. Next, move the meter lead off of the emitter and place it on the collector. Once again your meter should be showing an open or no reading. As a rule, a good transistor will have only two junction readings.

But as in every rule, there is an exception. In this case, it is the transistors that have a diode across the collector-emitter. These transistors are normally found in the horizontal output section of monitors.

In some special applications from manufacturers, you may have to turn on or off an AC voltage source to a motor or a series of high intensity light bulbs. To control AC most of the manufacturers will use a solid state relay or a discrete version of a solid state relay. See figure #3. How much power this device must turn on or off and depending on how reliable the circuit must be will determine if the designer will use a purchased relay or a discrete designed relay.

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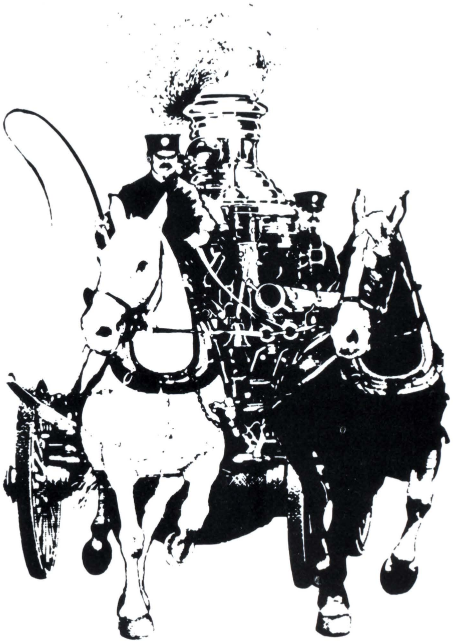

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The more reliable discrete relays will use an optoisolator to couple logic levels to the AC drive device, normally a triac or an scr. With the use of an optoisolator in the discrete design relay, the chances of the switching device shorting and destroying parts as far back as the microprocessor are very slim.

Meanwhile, if the designer skimps and does not go the added expense of the optoisolator, the chances of the AC switching device shorting and destroying the entire board by placing the AC voltage onto the data bus are substantially greater. Although not all designs use a solid state relay to switch high voltage or current, some manufacturers will use the old, reliable, mechanical relay to accomplish the same purpose, depending on the application.

The way most manufacturers drive a mechanical relay is the same as if they were driving a coil (as in our example earlier). ☐

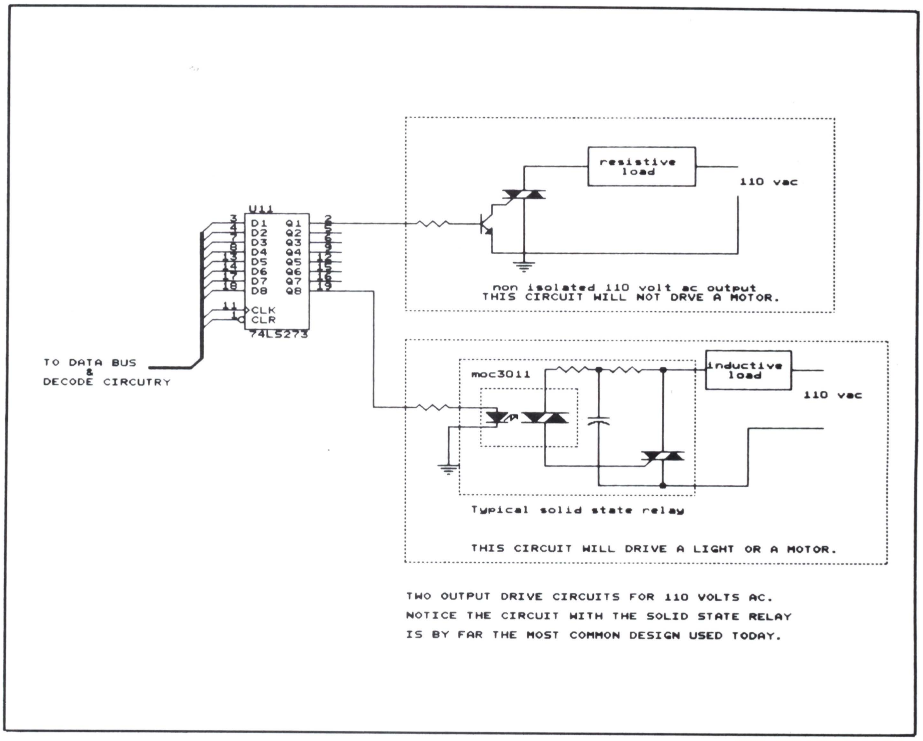
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Figure 3

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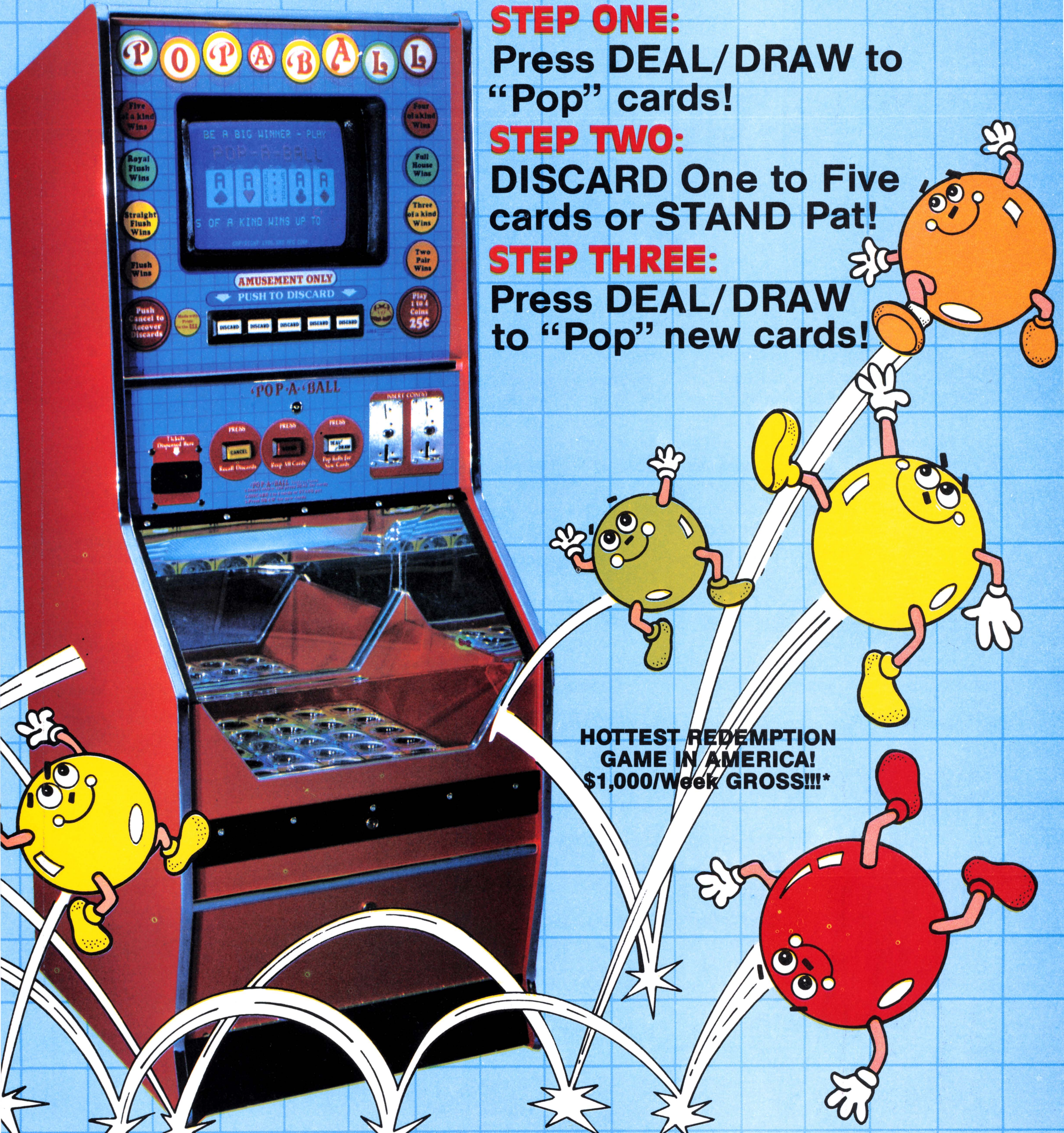
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AMUSEMENT ONLY
PUSH TO DISCARD
DISCARD DISCARD DISCARD DISCARD DISCARD
POP·A·BALL
Tickets Dispensed Here
PRESS CANCEL Recall Discards
PRESS Pop All Cards
PRESS DEAL/DRAW Pop Balls for New Cards
INSERT COINS

## STEP ONE:
Press DEAL/DRAW to "Pop" cards!

## STEP TWO:
DISCARD One to Five cards or STAND Pat!

## STEP THREE:
Press DEAL/DRAW to "Pop" new cards!

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# Modifications on *Playboy*

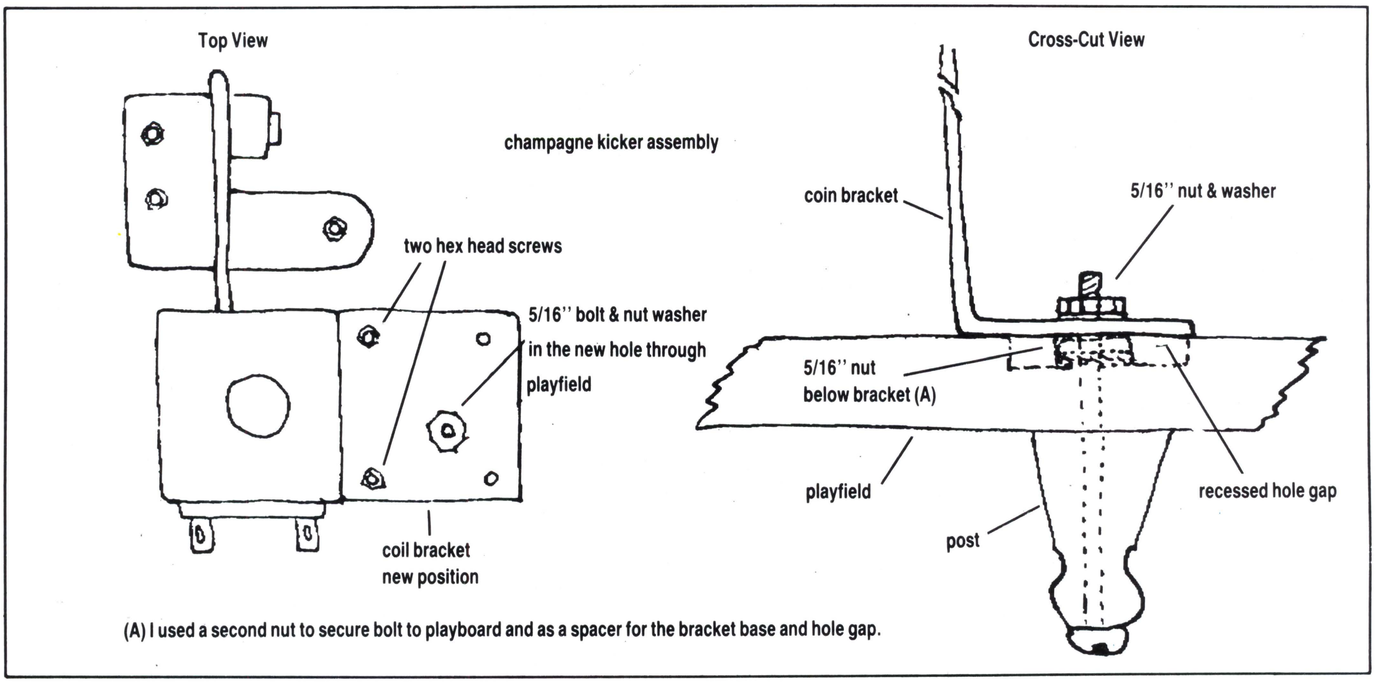
Here are two modifications that I performed on our *Playboy* pinball machine. These involved two areas of the game, the ''champagne'' ball kicker assembly and the main ''plastic ramp'' assembly.

The champagne coin bracket assembly is secured under the playfield in a bad spot. The bracket should have four hex-head screws, but the parts clutter in that area makes this hard. First, there is a recessed hole for the T-nut to secure a playfield post, switch assembly, and various parts that prevent proper placement of the bracket.

The coin bracket had to be secured more firmly to avoid problems later. I decided to move the part into the proper mechanical position and drill a new hole in the bracket-mounting base that lines up with the metal stand-off secured by the T-nut. I then removed the original stand-off bolt and replaced it with a long bolt that holds the post and goes through the playfield and the bracket. This allowed me to use a nut and washer to secure the bracket to the playboard. I then used two hex-head screws to prevent the bracket from rotating on the bolt's center point.

You have to use your judgment on placing the bracket. You may not need to drill the bracket base, but use one of the existing holes. I have included a drawing of the modification.

The plastic ramp assembly modification deals with a problem that some of you already know: the ball not rolling down the ramp before or after coming in contact with the ramp center switch after a slow shot at the ramp. The problem is gravity-related. The cross-over point of the ramp is where the switch assembly is also located, which tends to aggravate the problem. First, you should try some of the Data East fixes, like moving the switch actuator to decrease the force required to activate the switch. You can also install a long wood screw in the up-


Top View
champagne kicker assembly
two hex head screws
5/16" bolt & nut washer in the new hole through playfield
coil bracket new position
Cross-Cut View
coin bracket
5/16" nut & washer
5/16" nut below bracket (A)
playfield
post
recessed hole gap

(A) I used a second nut to secure bolt to playboard and as a spacer for the bracket base and hole gap.

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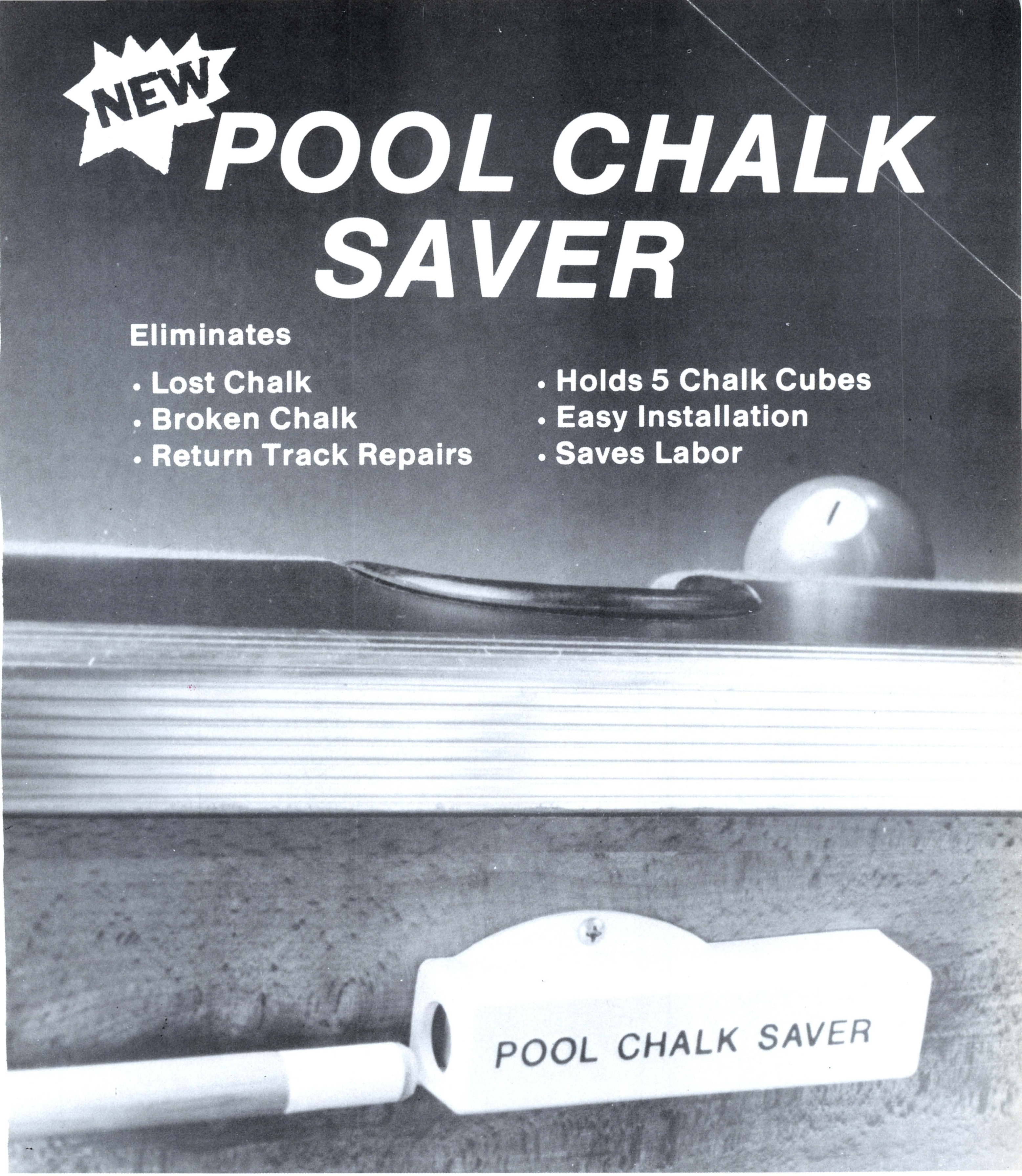

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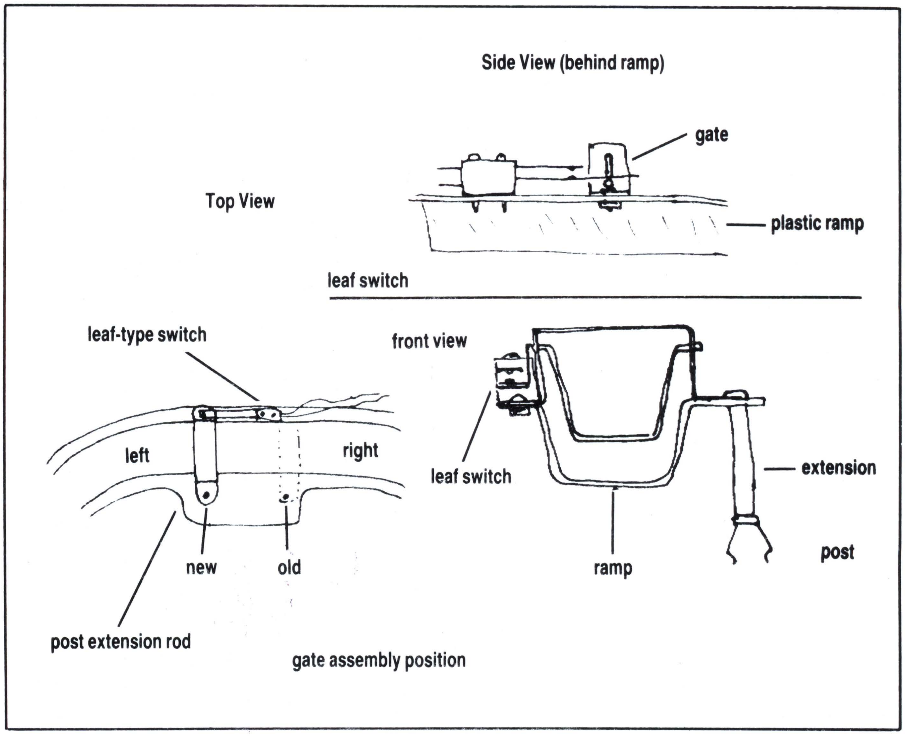
AMOA BOOTH 60

per right of the ramp with a spacer to pull down that side of the ramp. Or you can try the fix I have done, which gets rid of the problem.

The left side of the ramp has a better gravity point. Move the switch actuator gate assembly to the left side of the ramp, using the other playfield post mounting extension rod. Then get a leaf-type rollover switch off of an old electronic game from the dungeon. Install it on the plastic edge of the ramp against the back with the actuator being able to work the switch in either direction. Care must be taken to adjust the position and height of the switch for proper operation.

I have included a drawing of this modification to help explain the installation. After doing this modification, the problem of the ball coming to a rest in that area will be gone. ☐


Side View (behind ramp)
gate
Top View
plastic ramp
leaf switch
leaf-type switch
front view
left
right
leaf switch
extension
new
old
ramp
post
post extension rod
gate assembly position

RAMP MODIFICATION

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***Limit one entry per registered company. Void where prohibited. Deadline for entries is November 15, 1989. Trip must be completed by January 31, 1990. Winner will be notified by certified mail.**

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Bonnie Theard

# All treats, no tricks in this prize assortment

Before we know it the stores will be filled with bite-sized candies of every description (loosen those belts) and jack-o-lanterns will dot every window in your neighborhood. Mothers will trek to fabric stores in search of easy-sew patterns for young Frankensteins and Draculas. Can Halloween be far behind?

Halloween is the holiday that has eclipsed Thanksgiving, woefully wedged in between the more flashy All Hallows' Eve and beloved Christmas. Halloween is a time to dress up in scary costumes, a time to get edible goodies from your friends and relatives, and a time for school haunted houses.

It's also time to look closely at your cranes and consider a new assortment of plush. Nancy Sales Co., Prizes!, and Craneables provide some fresh faces to put in your machines as Great Pumpkin time approaches.

Nancy Sales' **Debonair Pumpkins** come in two sizes; #31288 measures 10.5 inches tall and is just right for jumbo cranes. He comes in lots of six dozen priced at $24 per dozen. His younger brother (#31293) is seven inches tall and perfect for standard cranes. He's priced at $10.80 per dozen. For more information, write Nancy Sales Co., 22 Willow, Chelsea, MA 82150; call (800) 626-2947 or (617) 884-1700.

Holy batwings! Prizes! features the **Garfield Batty Vampire** (#0400) that stands six inches tall, priced at $5.25 each, and **Garfield Frankenstein** (#9340) that stands 9.5 inches tall, priced at $8 each. For more quotes on other scary creatures, write Prizes!, 5305 Production Drive, Huntington Beach, CA 92649; call (800) 992-2388.

Craneables has five brand-new assortments, each including four pieces in various colors. First are **Polka Dot Animals** (#0860) that feature a rabbit, dog, bear, and koala wearing polka-dot dresses. Both the ears and feet have matching polka-dot patches. These are eight inches tall and come 12 dozen in a case priced at $18 per dozen.

Next are **Patch Belly Animals** (#1106), a collection of mouse, dog, koala, and rabbit with appliqued ice cream cone and cookie on the tummy. These are seven inches tall and come 15 dozen to a case priced at $14.40 per dozen.

**Yuppie Bears** (#0668) come in blue, yellow, red, and violet with polka dot ties. They are eight inches tall and come 16 dozen to a case priced at $15 per dozen.

**Vest Bears** (#0629) are soft white with vests in red, blue, black, or yellow. They're seven inches tall and come 20 dozen to a case priced at $16.80 per dozen.

Last are **Sports Animals** (#1072), each holding a two-tone ball. These come in brown, yellow, orange, and pink. They are six inches tall and come 12 dozen to a case priced at $15.60 per dozen. For more information, write Craneables, 14010 S. Orange Ave., Paramount, CA 90723; call (800) 332-2431 or (213) 634-6777. ☐

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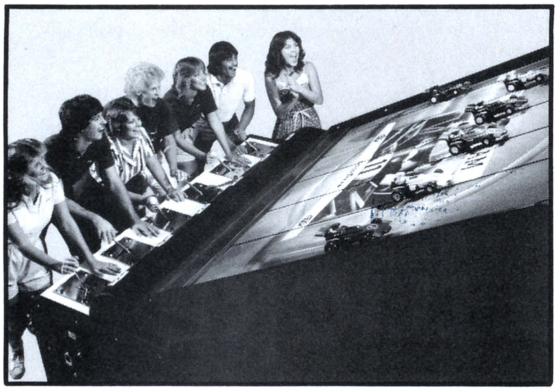
**REDEMPTION CENTERS** In family fun centers and arcades the use of redemption centers really compounds the interest of customers. At Bob's Space Racers we are experts in redemption systems, ticket dispensers, tokens, merchandising, stocking, cash control and distribution facilities for redemptions. We will be glad to help you develop the redemption set-up which is right for you.

*Roll-A-Ball Derby*

*Whac-A-Mole*

**MINI MIDWAYS** A mini midway can compound the interest of long time customers and new customers alike. Why limit your facility to arcade games? You can capture the magical fun and excitement of parks and carnivals with your own mini midway. Group games and individual games such as Water Games, Roll-A-Ball Derby, Super Shifter and Bowler Roller can add new interest and sparkle to your operation. We have developed many mini midways for operations around the world. Let us customize a mini midway for you.



*Super Shifter*

*Bully Buster*

**EXPERIENCE** For twenty years we have played a major role in the games and amusement industry. We are the largest manufacturer of group games in the world and a major producer of arcade games. We have first hand experience from operating to manufacturing and as a result you get popular, dependable games with a proven record of success and profitability.

We have become the biggest because we are the best. You can be sure of quality products, dependable service and helpful operations support when you buy or lease our games. Look to us for great games, great new innovations and great operating concepts. We can help you capture **100% OF YOUR CUSTOMERS' INTEREST, AND COMPOUND IT DAILY.**

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**Super Shifter**
**Water Games**
**Crossbow Shoot**
**Gotcha (Crane Game)**
**Can-Alley**
**Handle Game**
**Horizontal Games**
**Whac-A-Mole**
**Bowler Roller**
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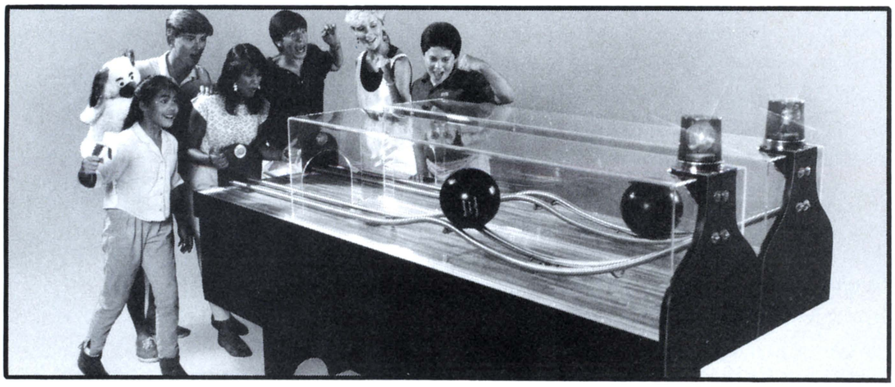

*Bowler Roller*

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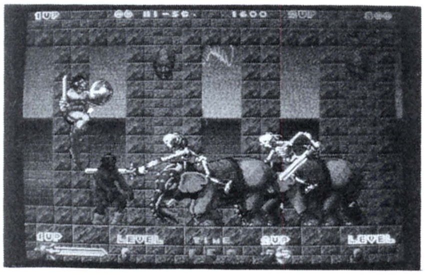
## Nastar Warrior

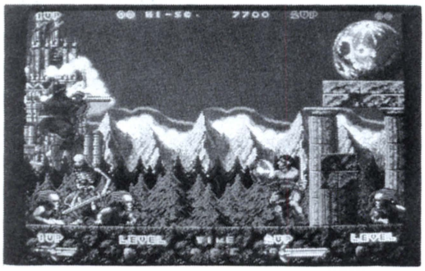
Taito introduces a one- or two-player interactive universal video game kit, *Nastar Warrior*, that takes players on a fantasy adventure in the land of Nastaria.

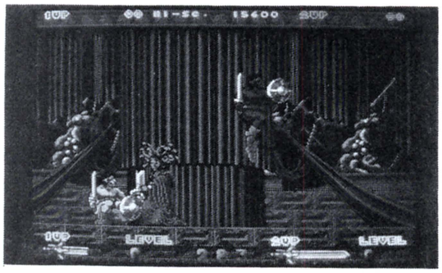
Five rounds await the player as he fights evil tribesmen who seek to defile the sacred shrine. Each round ends in a bloody battle with a head tribesman. Extra time and points can be gained by obtaining the Time Crest. One life is added to the player's reserve with Gode's Fire. Point values of 200, 400, or 600 points can be gained with weapons such as the long sword and iron nail.

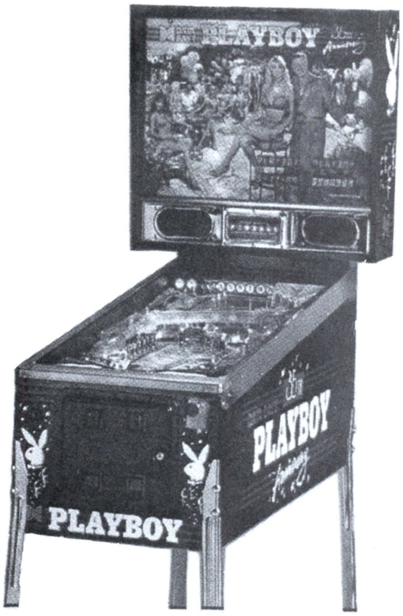
Items appear in the place of vanquished enemies; gathering the items increases the player's powers. The game ends when all five rounds are successfully completed, or when the sword-shaped time meter reaches zero.

For more information, or distributor referral, write Taito America Corp., 660 S. Wheeling Road, Wheeling, IL 60090; (312) 520-9280.









## Playboy 35th Anniversary Pinball

Data East commemorates 35 years of Playboy magazine with the new *Playboy 35th Anniversary Pinball*. The game has a photographic backglass featuring Hugh Hefner and his bride, Kimberly Conrad, poolside at the Playboy mansion.

Cartoon characters from the magazine also populate the backglass, including Little Annie Fanny and the Playboy rabbit. There's also a Femlin Design by LeRoy Neiman.

A celebrity-themed pinball, *Playboy* gives an inside view of the famous mansion with a multi-level field of action dotted with scantily-clad lovelies.

The game features gusseted legs that lock-tite, manual percentage adjustments and self-percentaging game features, suggested AMOA adjustments, solid state lane change, multi-ball play, super-wide ramps, and digital stereo.

For more information, or distributor referral, write Data East USA Inc., 470 Needles Drive, San Jose, CA 95112 (408) 286-7074.

## Final Blow

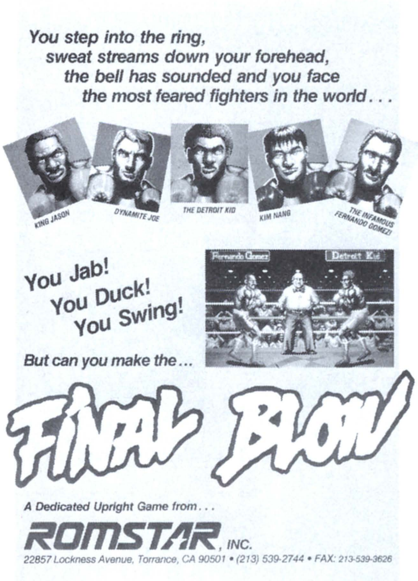
Romstar takes to the boxing ring with its newest dedicated upright video, *Final Blow*, that encourages players to jab, duck, and swing their way into boxing history.

Players can choose to be one of five boxers (King Jason, Dynamite Joe, Detroit Kid, Kim Nang, and the infamous Fernando Gomez), then must face each of the others as opponents. The game is for one or two players. In the two-player format, each player chooses to be a favorite boxer.

All player-controlled fighters have the same speed and power. All computer-controlled fighters have a different attack pattern. Speed, power, and difficulty levels increase with each round.

Controls include a joystick and three buttons per player for effective jabs and punches.

For more information, or distributor referral, write Romstar Inc., 22857 Lockness Ave., Torrance, CA 90501; (213) 539-2744.



*You step into the ring, sweat streams down your forehead, the bell has sounded and you face the most feared fighters in the world . . .*

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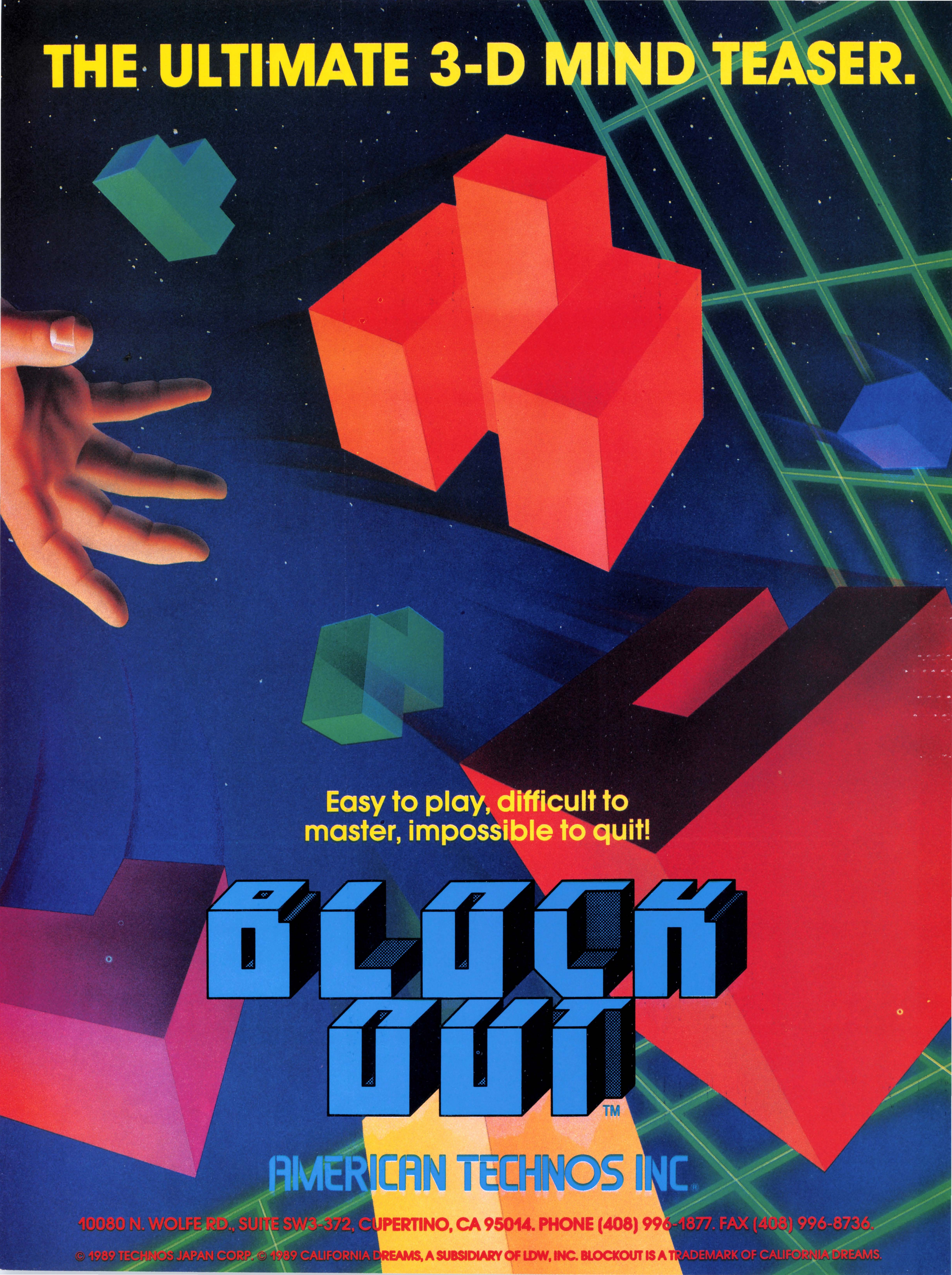

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## Deluxe 8-Liner Hi-Lo Double-Up

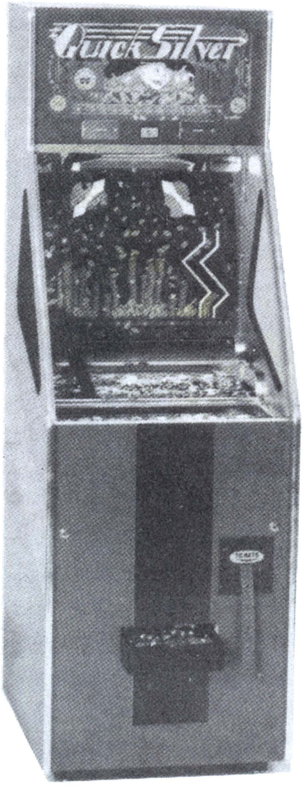
Grayhound Electronics debuts *Deluxe 8 Liner Hi-Lo Double-Up*, an upright adult video fun game for amusement only.

The game features eight different directions to win. There's a choice of trying to double-up scoring or removing an article of clothing from the woman pictured in the computer graphics.

Each game has a 19-inch color monitor, high-security cash box drawer, and comes coin or non-coin operated. The game is licensed from Yamate and manufactured and distributed in the United States by Grayhound.

For more information, or distributor referral, write Grayhound Electronics Inc., Rt. 37 & Germania Station Road, Toms River, NJ 08754; (800) 222-0491 or (201) 341-5200.

LUCKY 8 LINES
INSERT COIN
HI-LO DOUBLE-UP



## Quick Silver II

Gamco International (formerly Showcase), introduces the improved coin pusher redemption game, *Quick Silver II*, that handles quarters or any size token-in and quarters or any size token-out.

The single player money pusher has improved skill features, new playfield graphics, jam-free dual-hopper system, and full alarm system. A new coin lift feature facilitates stacking.

The game's cabinet has all-wood structural members, is fully metered, and offers a ticket dispenser optional.

For more information, or distributor referral, write Gamco International Inc., 2153 Tenth St., Sarasota, FL 34237; (800) 642-7263.

## Dynasty Wars

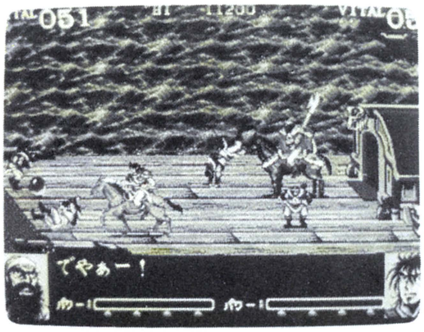
Capcom's two-player interactive adventure video, *Dynasty Wars*, takes players on a trail to adventure the year 184 A.D., when all of China is in a state of turmoil.

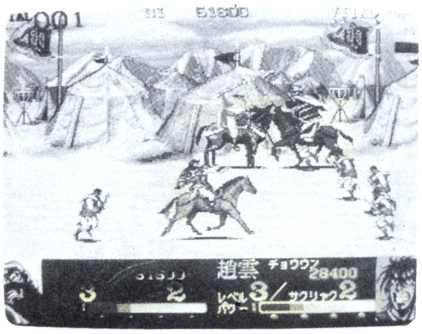
The Han Dynasty has fallen to rebellious warlords who know only the language of violence. Players must take up the challenge to gain control of the country over these usurpers by using their skill and cunning in hand-to-hand combat.

Along the way, players use the special attack features that will help them in battle and the final confrontation with the powerful Gen. Thung Chok.

*Dynasty Wars* is the most recent game in the Capcom CPS series using the new super chip. Capcom's exclusive Computer-Aided Difficulty Adjustment automatically adjusts to each player's skill level.

For more information, or distributor referral, write Capcom USA, 3303 Scott Blvd., Santa Clara, CA 95054; (408) 727-0400.





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## Sly Spy

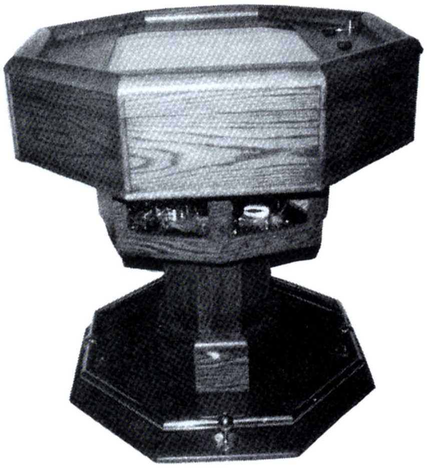
Data East debuts an action adventure video in the James Bond style with *Sly Spy*, a game that takes players on a mission to save the free world from nuclear disaster.

The terror of global chaos comes to life on the video screen as players search for the ultimate weapon to stop a mad man from launching a full-scale nuclear attack. Players must overcome obstacles and collect gold emblems needed to create the ultimate weapon — The Golden Gun.

*Sly Spy* is available as an upright dedicated video or horizontal screen kit. The game features high-resolution graphics for realistic game play and a continuous buy-in option.

For more information, or distributor referral, write Data East USA Inc., 470 Needles Drive, San Jose, CA 95112; (408) 286-7074.

SLY SPY
DATA EAST
DATA EAST



## Diamond Claw

Modern Advanced Technology has developed *Diamond Claw*, a crane game housed in a cabinet that looks like fine furniture.

*Diamond Claw* features two buttons that move the claw into position over a prize of custom jewelry; the company provides jewelry kits.

The game's cabinet is made of solid wood with a choice of finish: hickory, mountain ash, blue shadow, and charwood. All cabinets are urethaned for lasting beauty.

Options include a validator for $1, $5, $10, and $20 bills, joystick, two-player capability, and customized cabinets. Measurements are 30 inches wide x 29 inches high x 42 inches long.

For more information, or distributor referral, write Modern Advanced Technologies Inc., 7040 W. Palmetto Park Road, Suite 376, Boca Raton, FL 33433; (800) 331-2744.

## Dynamite Duke

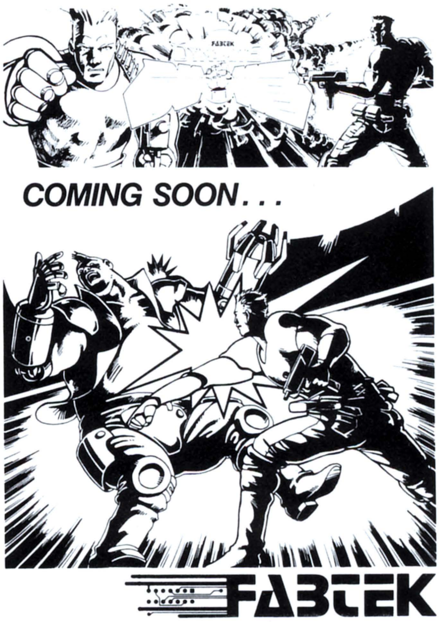
Mix an avenging agile boxer with an evil professor bent on creating an army of mutant killing machines, and you have the makings of a skillful video kit from Fabtek. The game is *Dynamite Duke*.

Players become the heroic Dynamite Duke and must blast their way through enemy territory to destroy the professor. Nine game mission levels face players, who encounter enemy fire from machine guns, hand grenades, tanks, and helicopters.

Plenty of hand-to-hand combat awaits, with enemy soldiers and deadly ninjas armed with swords and stars. Finding hidden power-up items can boost the players' fighting power with more bullets, automatic machine gun fire, magnum gun, bazooka blasts, a bullet-proof vest, extra life, and those dynamite punches.

Game continuation draws players deeper into the non-stop action in this horizontal kit.

For more information, or distributor referral, write Fabtek Inc., 13807 N.E. 48th Place, Bellevue, WA 98005; (206) 882-1093.



# BULLETIN: BULLETIN:

# Play Meter Magazine's 1990 Directory

If you have not received a notice from Play Meter asking you to verify your company and its information . . .

## YOU MAY BE LEFT OUT!

This truly important Source Book for our industry will encompass Manufacturers, Distributors, Associations and Support and Supply Services — the latest, verified listings for every firm associated with the amusement coin-op industry.

Listings are FREE! The only investment is your effort to assure we have the correct information. Please fill out and send to:

**Play Meter Magazine**
**P.O. Box 24170**
**New Orleans, LA 70184**

**—DEADLINE IS NOVEMBER 15, 1989—**

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Product Line/Services ____________________

Representing: ____________________

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People/Titles ____________________

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–ADVERTISERS WILL HAVE THEIR LISTING HIGHLIGHTED IN RED–

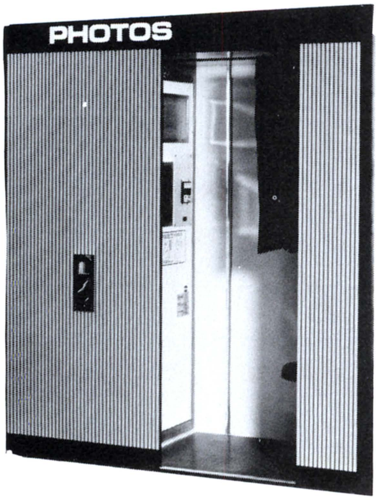
## Photo Studios

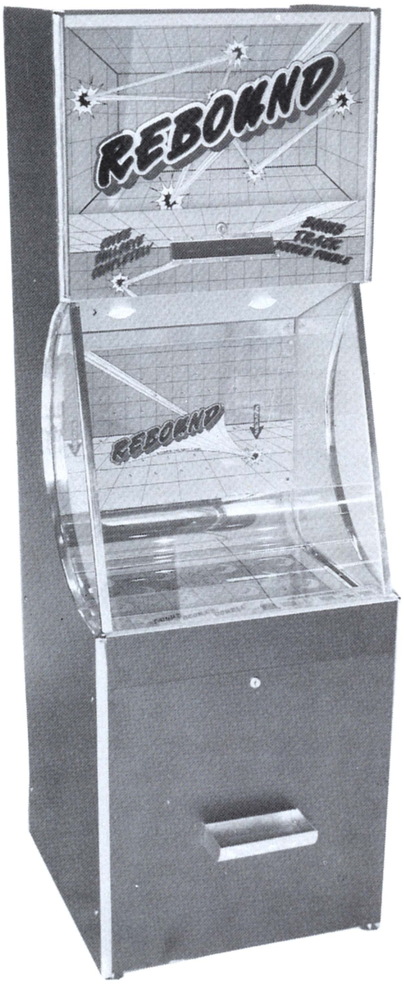
Auto Photo Systems has developed an attractive line of *Photo Studios* that can be customized in almost any color and cabinet design to suit a customer's particular needs.

Constructed of fiberglass and formica, the *Photo Studio* occupies 10 square feet of space and measures approximately 33 inches deep by 69 inches wide. Several different photo formats are available, including four- print, ID, and passport.

Auto Photo Systems provides all needed chemicals, film, and service. A bill acceptor is standard on all units. A cloth curtain provides privacy for customers.

For more information, write Auto Photo Systems Inc., 2722 Walnut Ave., P.O. Box 2071; (714) 731-3121. To call toll-free, dial 950-1033, then at the dial tone 6099939.





## Rebound

Coin Concepts adds to its line of skill and novelty games with *Rebound*, a single player ''cover the spot'' game that offers a fresh idea in the penny pitch format.

In *Rebound*, players insert a coin into one of three entry spots. The coin drops down through a pin maze that contains a bonus feature, then sweeps across a horizontal playfield with three different value targets. If the player covers the bull's eye with the coin, the value of the target is awarded.

The game offers an attract mode, win sound, and optional display case for single site locations.

For more information, or distributor referral, write Coin Concepts Inc., 12 Edgeboro Road, Unit 4, East Brunswick, NJ 08816; (800) 462-COIN or (201) 390-9009.

## Gorilla Grip

Zamperla debuts the *Gorilla Grip* grip testing machine that has 16 different classifications, from the weak to the super strong.

*Gorilla Grip* offers a strength-select button for male/female/child settings; it plays music and talks to customers as well. Cabinet design is flashy silver and construction is fiberglass. The machine is lightweight and comes with wheels for ease in moving about.

Players approaching the game are greeted by a bigger-than-life gorilla and a challenge to see how they stack-up in a powerful grip contest.

This unit joins Zamperla's line-up of other novelty pieces, including *Mr. Muscle* and *Superbox*.

For more information, or distributor referral, write Zamperla Inc., P.O. Box 5545, Parsippany, NJ 07054; (800) 888-8878 or (201) 334-8133.

tester
STRENGTH

## Super Monaco GP

Sega introduces its first game that uses the new Power Link capabilities with *Super Monaco GP*, a driving simulator that takes players behind the wheel of a Formula 1 racer and through the streets of Monte Carlo.

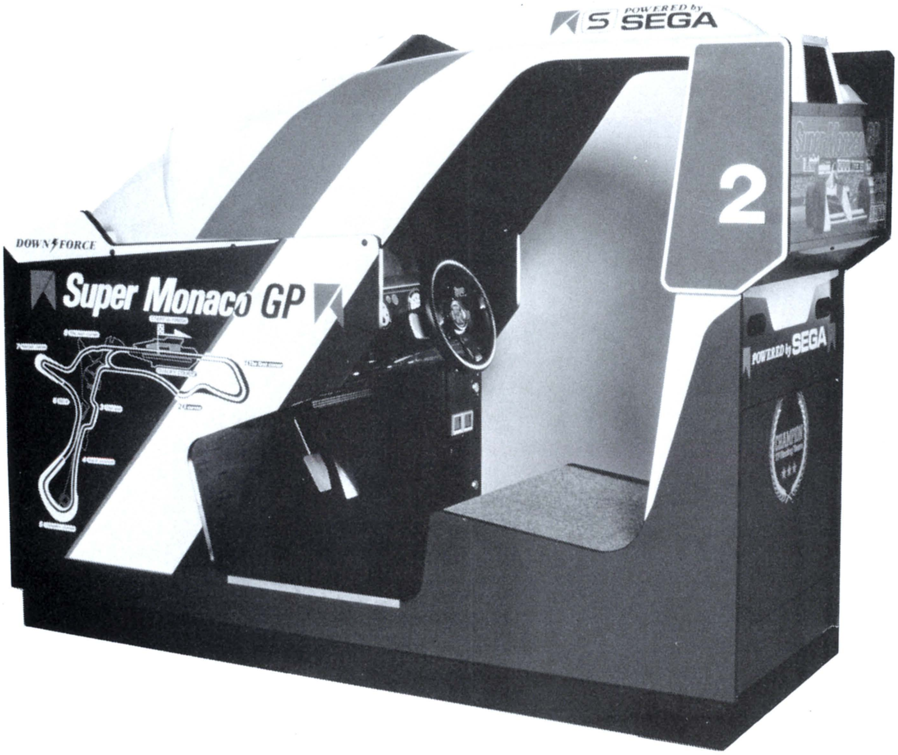
The Power Link feature allows two or more games to be interfaced so players can compete with each other in the same race. Games are easily un-linked to operate individually.

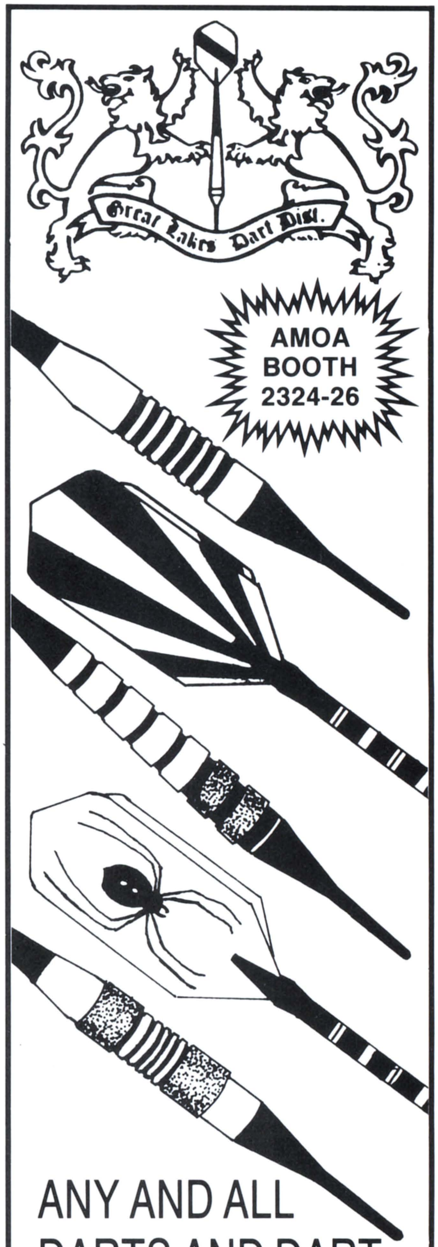
A preliminary race allows the driver to test his or her ability as well as qualify for position in the starting grid of the actual race that follows. Players can experience the wet conditions of the track by placing third or better in the actual race.

Available in both cockpit and upright models, the game features a new air-drive suspension system in the Deluxe version. *Super Monaco GP* whips drivers with every high-speed turn, bump, and curve.

An authentic F-1 wing shift system can be used for players who choose a four-speed or seven-speed manual transmission over the automatic. Of special interest are the innovative monitor that magnifies the graphics, a multi-channel sound system, and rearview mirror function on the screen.

For more information, or distributor referral, write Sega Enterprises Inc. USA, 2149 Paragon Drive, P.O. Box 610550, San Jose, CA 95161; (408) 435-0201. ☐

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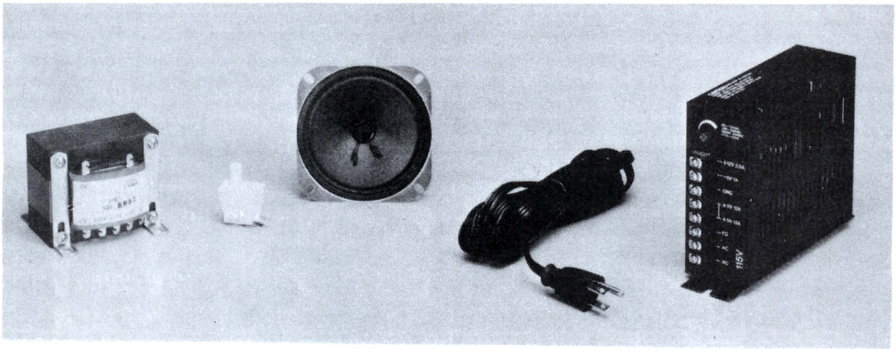


## Power controls

Electronic control manufacturer Happ Controls Inc. has introduced a line of power controls, including a reliable switching power supply and a power supply cord.

The features of the switching power supply include low noise and ripple, overvoltage protection, acceptance of 115 VAC or 230 VAC inputs, short circuit protection, high efficiency, and a compact size. It's ideal for the OEM market, due to the exacting specifications.

The power supply cord features three-wire SPT and 18-gauge construction; it is available in 10-foot lengths. Other Happ power controls include speakers, interlock pushbuttons, and isolation transformers. A free illustrated, multi-color OEM catalog is available upon request. Included are part numbers that enable the customer to order the specifically-needed Happ Control.

For more information, contact Happ Controls Inc., 106 Garlisch, Elk Grove Village, IL 60007; call (312) 593-6130.

## Epoxy adhesive

Master Bond Inc. has a new one-component, high-strength epoxy adhesive called Supreme 10HT. This system requires no mixing and is formulated to cure at elevated temperatures, e.g., one hour at 325-350 degrees. Supreme 10HT provides bonds that are high in performance, shear, and peel strength.

It can be applied without sagging or dripping, even on vertical surfaces. Supreme 10HT is 100 percent reactive and does not contain any diluents or solvents. Bonds are resistant to severe thermal cycling and chemicals such as water, oil, fuels, and most organic solvents upon even prolonged exposures. Supreme 10HT has excellent adhesion to metals, glass, ceramics, wood, vulcanized rubbers, and many plastics. The hardened adhesive is a superior electrical insulator.

For more information, contact James Brenner, Master Bond Inc., Hackensack, NJ 07601; call (201) 343-8983.

POOL CHALK SAVER

## Pool chalk saver

Pool Chalk Saver has unveiled a unique product of the same name, a sturdy plastic dispenser that holds five standard pieces of cue chalk. The unit is designed for players to be able to insert their cue sticks into either end of the unit for chalking.

It eliminates ball blockage caused by cue chalk dropped into the pockets and onto the ball return track. This, in turn, reduces repair problems and the amount of chalk that is lost or taken from a room.

The company is expanding its product line to include different colors in addition to the standard black with silver. Pool Chalk Saver is also manufacturing its own one solid piece of American-quality cue chalk to fit the dispenser.

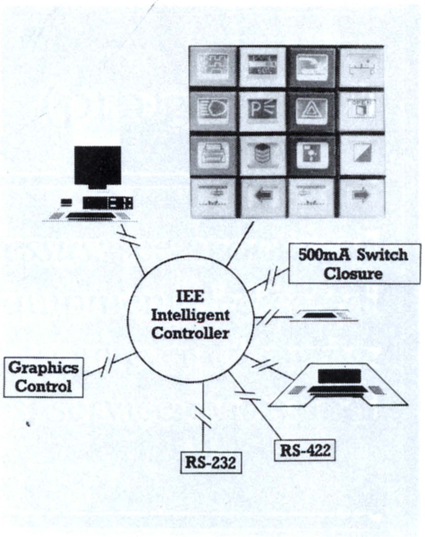
For more information, contact Pool Chalk Saver, P.O. Box 46218, Mt. Clemens, MI 48046; call (313) 949-8855.

## Controller and software

The Component Products Division of IEE introduces an intelligent controller and "Pixietalk" software, which provides the designer with all of the necessary tools for integrating the "Pixie" LCD graphic switch into his product or system.

The Pixie switch incorporates a low-power LCD, utilizing super-twist technology. There's also LED backlighting for low ambient lighting conditions, as well as a custom IC driver into the keycap of a momentary contact switch that provides a user-friendly method for machine control and display applications.

The intelligent controller, when used in conjunction with Pixietalk software, provides the user control of up to 16 switches. It can also interface to PC or process control computers, bidirectional communications, flashing graphics and backlight, interconnecting graphics, watchdog timer, and switch-action control, among other things. Pixietalk allows the user access to 127 factory-generated graphics embedded in the intelligent control. It operates on most IBM PC, XT, AT and compatibles.

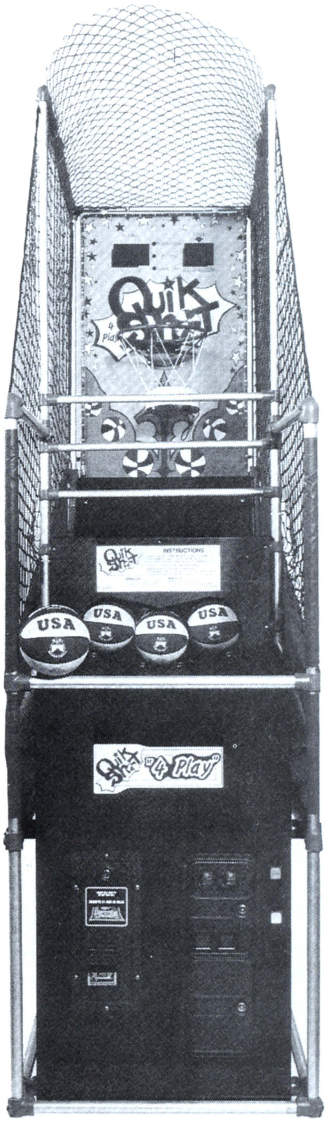


The Pixie switch unit price, in quantities of 100, is $54.99. Small quantities of the intelligent controller and Pixietalk software are priced at $527 and $270.25, respectively.

For more information, contact Customer Service, IEE, Component Products Division, 7740 Lemona Ave., Van Nuys, CA 91409-9234; call (818) 787-0311, ext. 377.

**Design Plus Industries**

# QuikShot 4 Play



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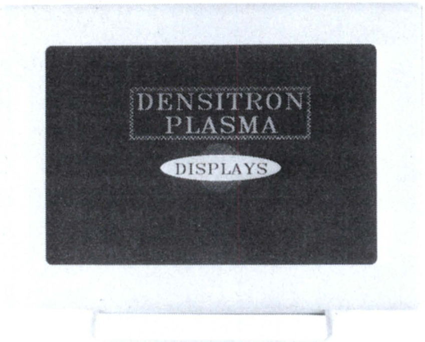

## Plasma displays

Densitron Corp. offers a new series of high-brightness AC plasma displays. Among the features are bright neon-orange pixels available in 400 x 640 and 480 x 640 graphics formats; a typical contrast ratio of 20:1; a wide 160-degree viewing angle; 50,000 hours of life with no reduced pixel intensity; and a gray scale capability supported in selected models.

The recommended controllers for the 400 x 640 are RS232, IBM PC or single board IBM PC. An IBM PC with VGA resolution is recommended for the 480 x 640. At the 100-piece level, prices range from $750 to $860, depending on the model selected. Delivery is eight to ten weeks.

For more information, contact Gordon Gibson, Product Manager, Densitron Corp., 2540 W. 237th St., Torrance, CA 90505; call (213) 530-3530.

## Tool supplement

A new 1989 supplement to the Contact East General Catalog is available at no charge. Inside are hundreds of products for testing, repairing, and assembling electronic equipment. The 48-page "Tools of the Trade" catalog contains products for engineers, technicians, managers and the like.

Introduced in this latest edition are many new products in the following areas: analog/digital oscilloscopes, static protection products, soldering supplies and stations, test equipment, precision hand tools, voice/datacommunication test instruments, tool kits, wire and cable aids, electronic adhesives, and inspection equipment.

All products are described in detail with specifications, full color photos, and prices; they come with an ironclad guarantee. Contact East's "same-day shipment" policy assures fast delivery. Orders received by 3 p.m. are shipped by 5 p.m.

For more information, write Contact East, 335 Willow St. South, North Andover, MA 01845; call (508) 682-2000.

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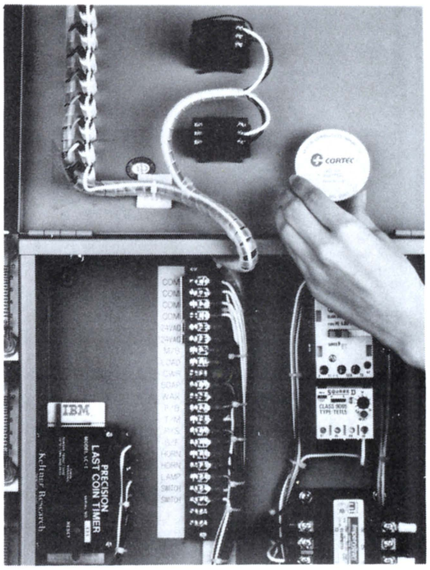
## Corrosion protector

Cortec Corporation has unveiled the VCI-105 Emitter, which provides continuous corrosion protection to electronic and electrical equipment for up to 24 months. Only three-quarters-of-an-inch thick and two-and-a-half inches in diameter, the Emitter protects even the slimmest enclosures, such as boxes, consoles, switch gear, relay cabinets, fuse boxes, terminals, and communications equipment.

Made of tough plastic shell with breathable cover, the device automatically releases vapor corrosion inhibitors throughout the electronic or electrical enclosure without any surface preparation. All interior components are protected — even inaccessible and recessed areas. If the VCI layer is disturbed by opening the enclosure, the VCI-105 is self-replenishing.

For more information, contact Boris Miksic, Cortec president, at (612) 224-5643; or Tomas Gardebring of Sheggeby Advertising at (612) 933-4385.



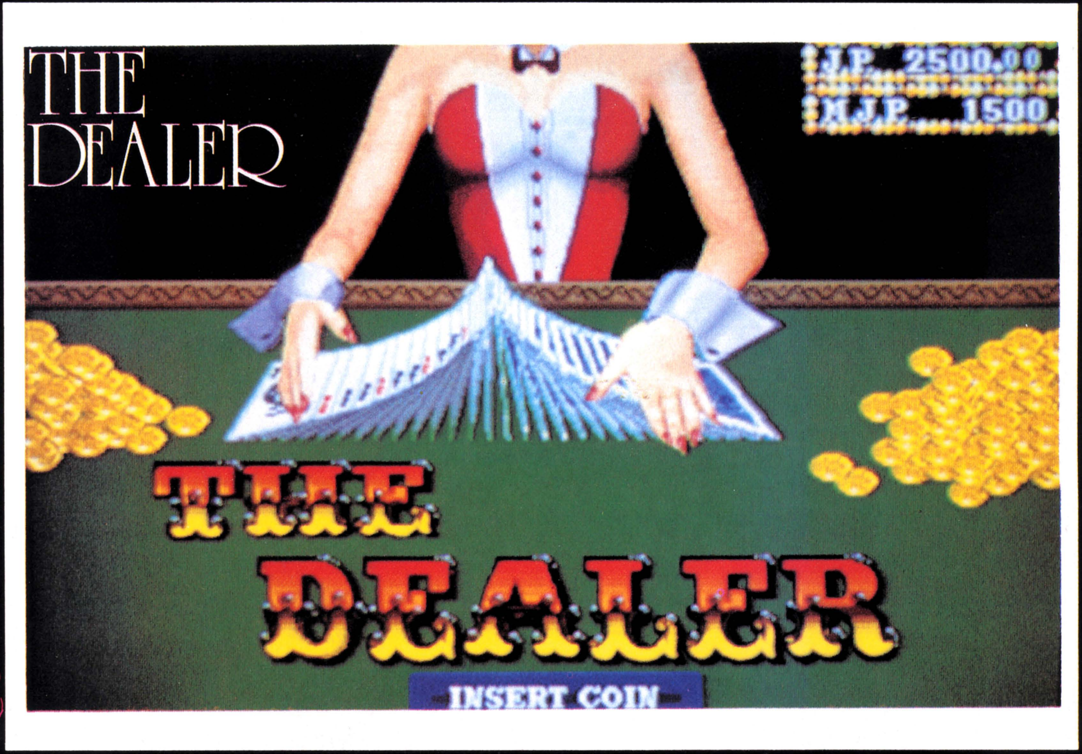
## Tool bag

Jensen Tools has available the "GI Mechanic's Tool Bag," made of durable Cordura nylon. It has the same expandability and appeal as the original canvas model: traditional green color, oversized metal zippers, and heavy-duty web strap handles.

Two large pockets on the outside are divided into three handy compartments; they close with industrial-strength snaps. Eight interior pouches in the main compartment serve to keep small tools and parts organized. The bag is recommended for use in the shop, at home, or in the field. The price is $17, and Jensen offers a graduated discount on the purchase of three or more.

For more information and a free catalog, contact Jensen Tools Inc., 7815 S. 46th St., Phoenix, AZ 85044; call (602) 968-6231.

# INTRODUCING



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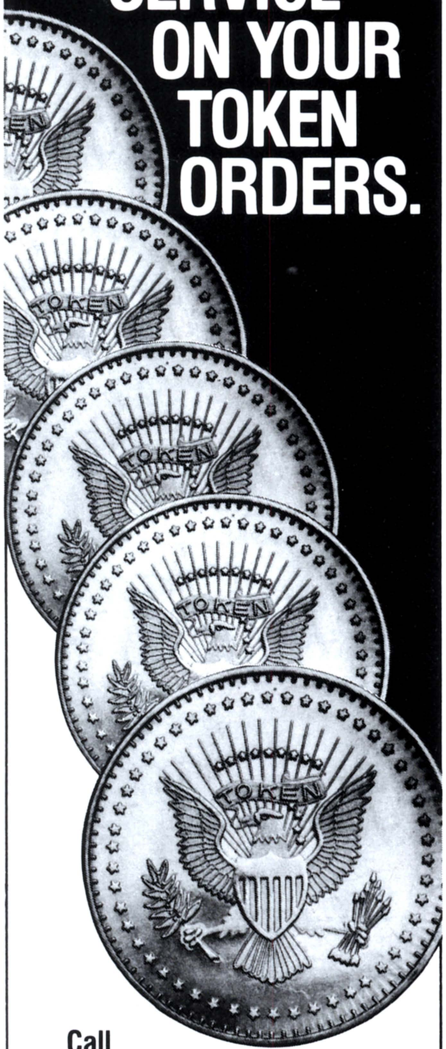

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## TEN YEARS AGO

# First State of the Industry Report

Play Meter introduced its annual State of the Industry Report 10 years ago in its September '79 issue. It was a mammoth undertaking but it has been the industry standard for 10 years now.

So what was the state of the industry like 10 years ago? First of all, game production was at an all-time high. There were over 200,000 games produced, compared to 110,000 the year before. Of that, ironically, only 40 percent of it was video games. Market researchers Frost and Sullivan predicted that the industry could expect an annual growth rate of 22 percent to continue through 1983.

*Space Invaders* was into its eleventh month of production and had already passed the 25,000 mark. The game was predicted to surpass Brunswick Air Hockey, which was until that time the largest production piece ever at 33,000.

The industry was being besieged by publicity. However, there was still a lot of negative feeling towards it. A case in point was a supposed Mafia leader arrested in New Orleans. Although he was not connected with the amusement industry, it seems some media found out he, at one time, had been a pinball operator. The newspapers felt compelled to pass on this little bit of irrelevant information to their readers. We wondered at the time if the newspapers would have mentioned his previous occupation if he had owned a grocery store.

In Play Meter's Equipment Poll, Williams' *Flash* was the number one pinball. Rounding out the top ten list were *Superman, Playboy, Kiss, Paragon, Star Trek, Supersonic, Phoenix, Hot Hand,* and *Mata Hari*. The top ten list of video games included *Space Invaders, Football, Spring II, Head On, Star Fire, Space Wars, Basketball, Star Hawk, Crash,* and *Sea Wolf*. I should point out that on our equipment poll, we listed the top twenty pins while only the top ten videos.

Play Meter ran a special three-way coinman interview with Roger Sharpe, Millie McCarthy, and Steve Kirk. All three had been the subject of an interview in the past and we revisited them to ask, "Do you see a problem that threatens the state of the industry today?" Here's a few of the things they saw. Roger saw a problem with operators continuing to take too much out of the industry without putting anything back, without trying to improve the image. Millie felt there should be a standard, universal teaching method for the industry. And Steve Kirk said, "We have met the enemy, and the enemy is us." He felt there was too much ignorance and indifference. He also felt that there was not enough done in public relations.

The top 10 pop songs in September '79 were "Don't Bring Me Down," by Electric Light Orchestra, "Youngblood," by Rickie Lee Jones, "Pop Muzik," by M, "What Cha Gonna Do With My Lovin','' by Stephanie Mills, "Lovin', Touchin', Squeezin'," by Journey, "Different Worlds," by Maureen McGovern, "My Sharona," by The Knack, "Good Times," by Chic, "Cruel To Be Kind," by Nick Lowe, and "Sad Eyes," by Robert John. ☐

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CCMA representatives will be available during the AMOA Expo '89 in Las Vegas at the CCMA booth to answer questions and provide information about the association. Please stop by!

Jim Reed
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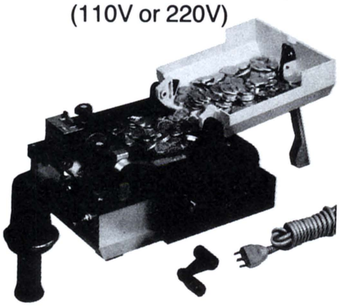

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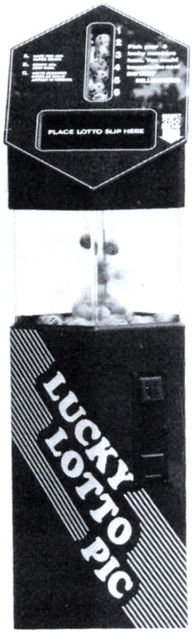

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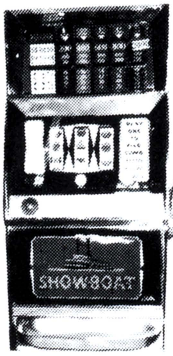

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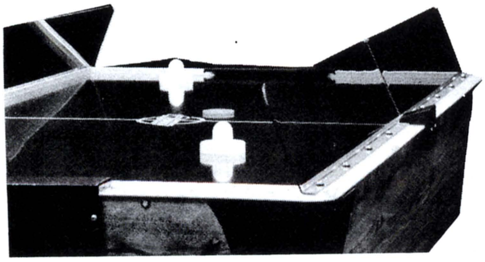

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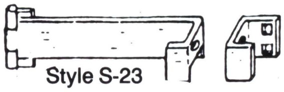

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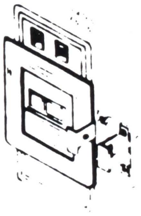

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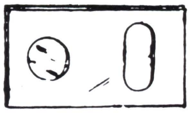

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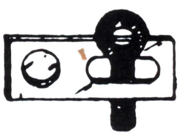

**style S-5, S-6**
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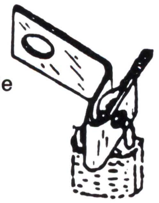
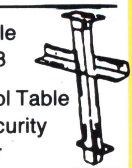
**Put game lock thru hole, padlock eyebolt.**

**4 inch BAR with covered eyebolt**

Style
S-7



Style
S-8
Pool Table Security Bar



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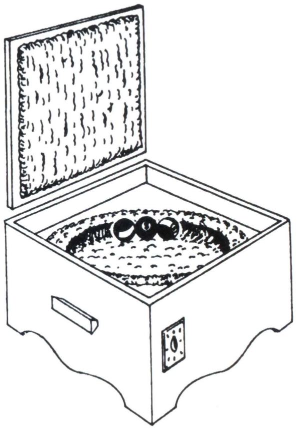

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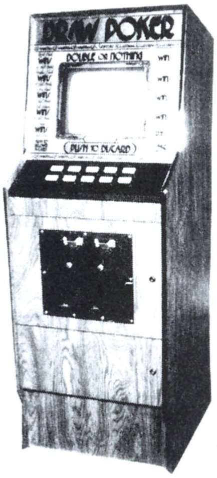

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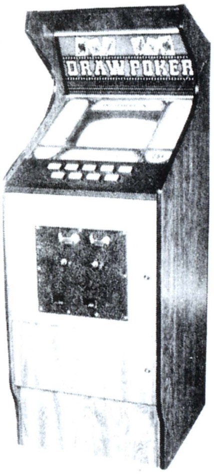

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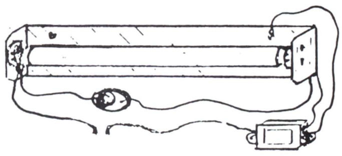

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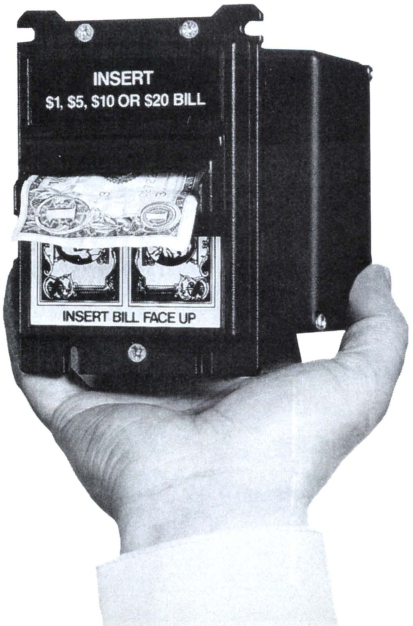

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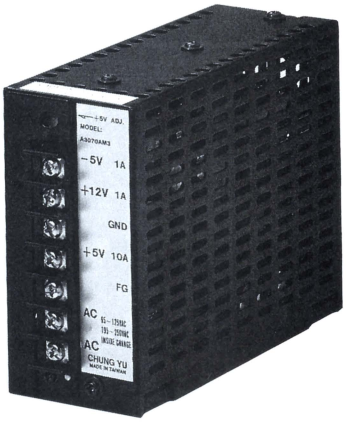
7A

10A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SIZE: 55(W)×106(H)×162(D) mm N.W.: 0.72 KG
2.17 ×4.17 ×6.38 inch 16LB

FLYBACK
ALUMINUM

7A

10A

+5V ADJ.
MODEL:
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–5V 1A
+12V 1A
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PWM
ALUMINUM

12A

15A

18A

+12V2A
–5V1A
GND
GND
+5V15A
FG
AC
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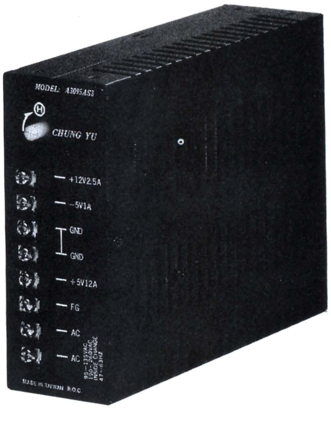
PWM
ALUMINUM

12A

15A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GND
GND
+5V12A
FG
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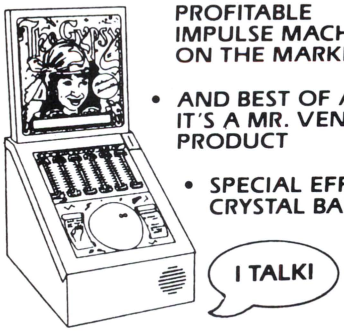

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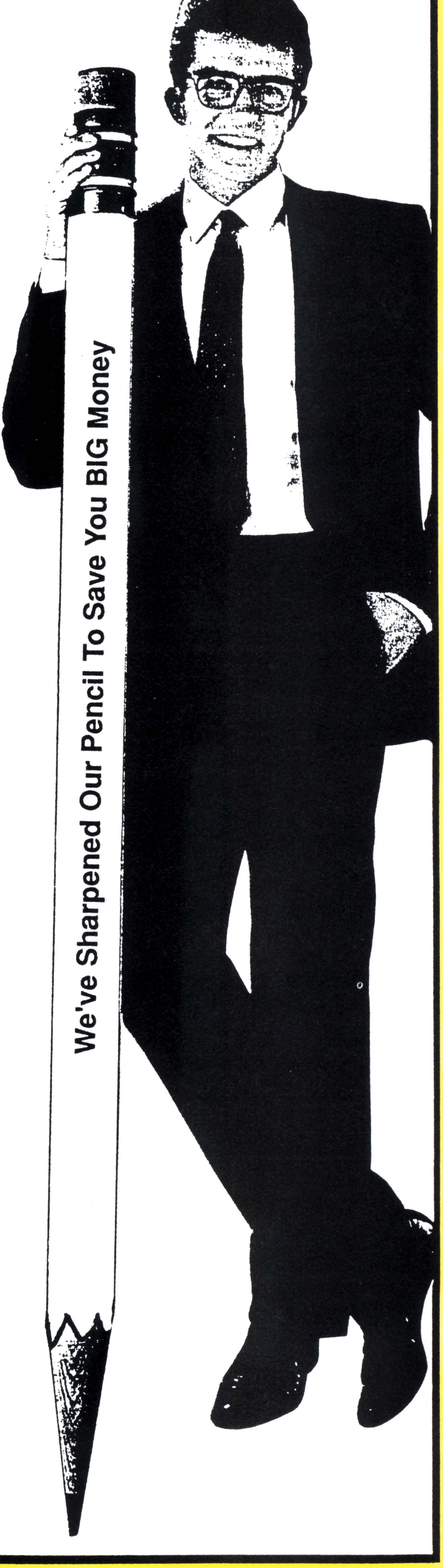
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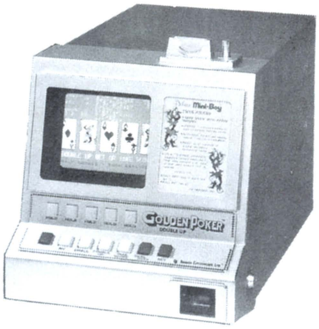

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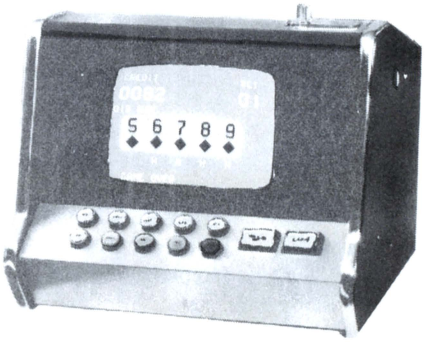

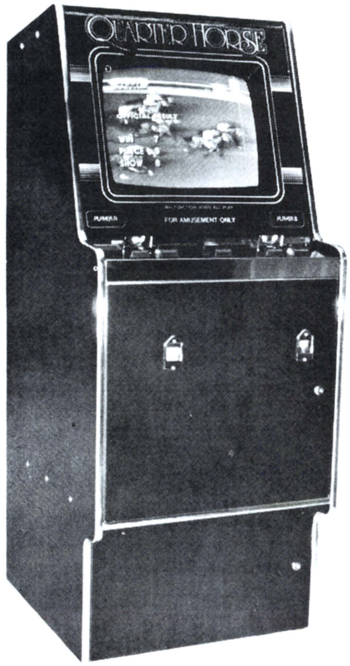

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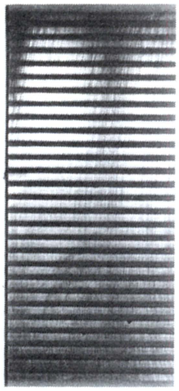

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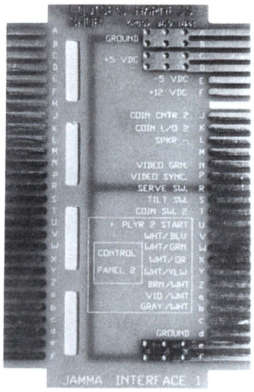

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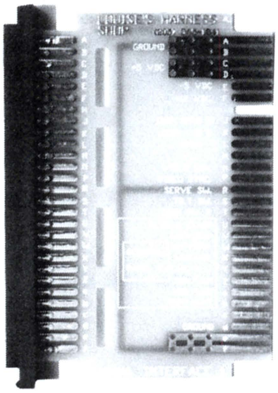
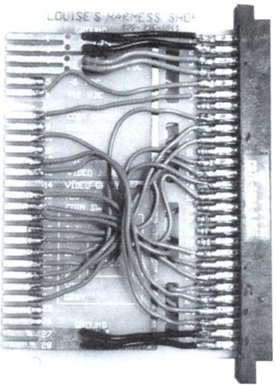


Jamma Interface, wired



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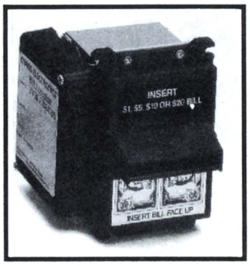

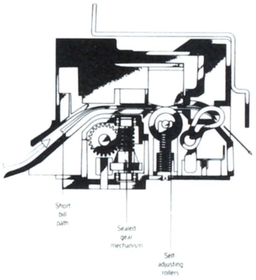

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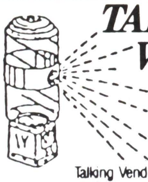

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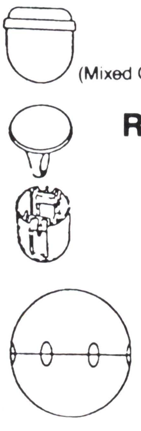

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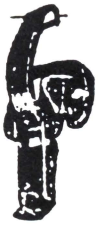

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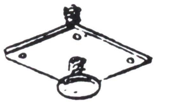

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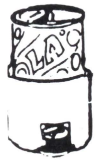

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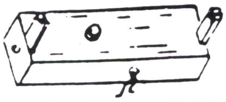

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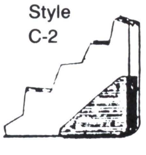

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Randy Fromm Arcade School technical training session, Las Vegas, Nev. Contact Randy Fromm (619) 697-4035

**September 11 12 13**
Amusement and Music Operators Association (AMOA) Expo '89, Las Vegas Hilton, Las Vegas, Nev. Contact AMOA (312) 644-6610.

**September 21 22 23**
Michigan Coin Machine Operators Association (MCMOA) Annual Exhibit and Trade Show, Clarion Hotel, Lansing, Mich. Contact MCMOA (517) 372-2323.

**September 25 26 27 28 29**
Randy Fromm Arcade School Technical training session, Orlando, Fla. Contact Randy Fromm (619) 697-4035.

**September 30 October 1**
Loose Change Fun Fair, antique coin machine show, Pasadena Exhibit Center, Pasadena, Calif. Call (702) 387-8750.

**October 12 13 14 15**
National Automatic Merchandising Association (NAMA) National Convention and Exhibit of Vending and Foodservice Management, McCormick Place, Chicago, Ill. Contact NAMA (312) 346-0370.

**October 20 21 22**
North Carolina Coin Operators Association (NCCOA) Annual Convention and Trade Show, Marriott Executive Park Hotel, Charlotte, N.C. Contact Bobby Earp (919) 584-4833.

**October 20 21 22**
Rocky Mountain Amusement and Music Operators Association (RM-AMOA) Convention and Trade Show, Hilton Inn South, Denver, Colo. Contact RM-AMOA (303) 289-6200.

**October 30 31 November 1**
InterTainment '89, Second Annual Conference on Interactive Entertainment, Marriott Marquis Hotel, New York, N.Y. Contact Sally Chin (212) 382-3929.

**November 2 3 4**
West Virginia Music and Vending Association (WVMVA) Annual Expo and Convention, Ramada Inn, South Charleston, W. Va. Contact WVMVA (304) 949-3289.

**November 6 7 8 9 10**
Randy Fromm Arcade School technical training session, Chicago. Contact Randy Fromm (619) 697-4035.

**November 15 16 17 18**
International Association of Amusement Parks and Attractions (IAAPA) 71st Annual Convention and Trade Show, Georgia World Congress Center, Atlanta. Contact IAAPA (703) 671-5800.

## International

**September 28 29 30**
Fer '89, Spanish Amusement Trade Show, Palacio Alfonso XIII, Recinto Ferial, Barcelona, Spain. Avda. Diagonal, 474-08006 Barcelona. Telex 50 227, Tel. (93) 218 58 50, Fax (93) 415 00 95.

**October 26 27 28**
Park Show International, Rimini Exhibition Centre, Rimini, Italy. Contact Rimini Trade Fair Corp., Park Show International Secretariat, C.P. 300, 47037 Rimini FO; Tel. 0541/782000, Fax 0541/774313.

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American Coin Machine Expo (ACME), sponsored by Play Meter and the American Amusement Machine Association (AAMA), The Hyatt in Chicago. Contact W.T. Glasgow, Inc. (312) 333-9292.

**October 25 26 27**
Amusement and Music Operators Association (AMOA) Expo '90, New Orleans Convention Center, New Orleans. Contact AMOA (312) 644-6610.

# ADVERTISER'S INDEX

A&A Novelty . . . . . 66, 102
Ace Novelty . . . . . 103
A.C.M.E. . . . . . 155
Acme Premium . . . . . 53
Adastra . . . . . 43
ALD Services . . . . . 133
Alter Enterprises . . . . . 39
A.M.A. Distributors . . . . . 67
American Technos . . . . . 55, 165
Arachnid . . . . . 41
Atari Games . . . . . Cover 4
Atlantic & Pacific Amusements . . . . . 119
Atlas Dist. . . . . . 60
Atlas Music . . . . . 149
Beston Enterprises 66, 68, 70, 72, 103, 138
Betson Pacific . . . . . 73
Birmingham Vending . . . . . 152
Bob Snyder & Assoc. . . . . . 58
Bob's Space Racers . . . . . 163
BO-CON Mfg. . . . . . 118
CA Coin Machine Assoc. . . . . . 178
C. A. Robinson, Inc. . . . . . 137
Central Dist. . . . . . 44
Chermak Vending . . . . . 173
Coin Concepts . . . . . 39
Coincepts . . . . . 175
Cranables . . . . . 106
C.S.J. . . . . . 125
Dan Brechner . . . . . 7, 139
Data East . . . . . 25, 107
Deltronics Labs . . . . . 68
Design Plus Industries . . . . . 102
Don's Records . . . . . 130
Drew's Distributing . . . . . 75
Dynamo . . . . . 23
Eastern Distributing . . . . . 149
Exidy . . . . . 126
Fabtek . . . . . 126
Gametek . . . . . 31
Grand Products . . . . . 42
Greater Southern Dist. . . . . . 110
Great Lakes Dart . . . . . 171
Happ Controls . . . . . 4
Hilltop Distributing . . . . . 123
H.M.S. Monaco et. Cie . . . . . 59
Hoffman & Hoffman . . . . . 91
Imagination Leisure . . . . . 90
Impressment Plus . . . . . 12
Intellicall . . . . . 38
Jack's Amusements . . . . . 72
Jaleco . . . . . 85
Kiddie's of Florida . . . . . 113
Konami . . . . . 81-82
Laramie Interest . . . . . 95
Leland Corp. . . . . . 21
Mali & Co. . . . . . 70
Mardi Gras Plush . . . . . 102
Mayoni Enterprises . . . . . 87
Meltec . . . . . 105
Merit Industries . . . . . 27-28
Modern Vending Sales . . . . . 126
Music Vend . . . . . 40
New England Coin-op . . . . . 36
New Orleans Novelty . . . . . 135
Nintendo . . . . . 45-46
NSM/Lowen-America . . . . . 51
Omni . . . . . 79
Owl Darts . . . . . 115
Pacific Vend . . . . . 146
Plush-4-Play . . . . . 69
Pin Ball Expo . . . . . 52
Pioneer Laser . . . . . 131
P.M.I. Toys & Novelties . . . . . 33
Pool Chalk Savers . . . . . 159
Prizes! . . . . . 15
Progressive Distributors . . . . . 156
Randy Fromm's Arcade School . . . . . 89, 145
Rosette . . . . . 61
Rowe . . . . . 11
Rowe-Dedham . . . . . 110
Sega Enterprises . . . . . 5, 13, 35, 93
Skee-Ball, Inc. . . . . . 50
Smart Industries . . . . . 57
SMS . . . . . Cover 3, 157
SNK Corp. of America . . . . . Cover 2, 17, 109
Sunbelt Distributing . . . . . 161
Sunn International . . . . . 167
Suzo Trading Co. . . . . . 147
Taito America . . . . . 99-100
Tecmo . . . . . 153
Top Distributing . . . . . 160
Tornado Table Soccer . . . . . 129
United Amusements . . . . . 151
U.S. Games . . . . . 121
Valley Recreation Products . . . . . 111
Van Brook of Lexington . . . . . 12
Vari-Tech Co. . . . . . 89
Wells-Gardner . . . . . 127
Williams . . . . . 63-64

THE LAST WORD

# Getting rich in the casinos—my way

Leaving Las Vegas casinos with any money is no easy proposition. Strategic tips—like the ones imparted by Bob Snyder in his fine Play Meter article—give the gambler a fighting chance, but in the end it's usually the house racking up the chips, not vice versa.

Well, I feel it is my duty to reveal some of the wisdom that I've stockpiled from past gambling experiences (disasters) in Nevada. This information is being readied for release on videocassette (''Caire's 19 Ways to Bring Vegas to Its Knees''), but I'll give you a condensed version now because I'm such a nice guy.

**BlackJack and Female Dealers:**

I'm not normally a superstitious person. Oh sure, I've got my own little quirks and idiosyncrasies; I'm talking about the walking under a ladder and black cat variety. But when I'm playing BlackJack (''21''), I go to great lengths to avoid sitting at a table with a female dealer.

It's not that I'm a chauvinist. I love women as much as the next guy. But when it comes to dealing BlackJack, they're about as welcome as liver spots. This policy of mine is not based on one isolated bad experience. No sir. This theory is drawn from countless replies of ''Sorry sir, you busted.''

I've been at tables with male dealers where good luck is perched on my right shoulder. The dealer has 20, I have 21. If I need an 8, one suddenly materializes. Life is sweet. Chips for everybody. What's that? You're going on break? Oh no, a *woman* is taking your place! Life is hell. Give me that chip back, waitress. No tip for you.

The worst thing, though, is that barely-detectable smirk that appears as they reel my chips in. (Maybe the male dealers smirk too, but I've never noticed.) And don't say anything trying to elicit sympathy. If you remark, ''You're killing me; how about giving me a break?'' the smirk just widens.

I have a budding sub-category to the female dealer, and that's the *Oriental* female dealer. I haven't had enough experiences with them yet to make it gospel, but be alert. I recall three of them, and I don't remember winning a hand, so....

(Note: I'm just giving the male perspective. For all I know, female gamblers have great success with dealers of their own gender. Guys, though, beware.)

**Old people and slot machines:**

The rule is simple: never play a slot machine that an old person has just walked away from. Granted, it's hard to walk up to a vacant slot machine and know the age of the person on it last. Be safe. If there's a row or two of machines with old people milling about, go somewhere else.

Do I say this with malice? No. Do I secretly despise the AARP? No. Rather, I say these things out of deep respect for their abilities to suck a slot machine dry of its last coin. I'm serious; when I hear that bell going off, signifying a winner, it's invariably an elder statesman.

So, then, I recommend that no one pump money into a machine used by an old person in the previous couple of hours. It'll be bone dry, and besides that, the rest of us don't know their secrets for success. All that'll come up will be lemons (but not on the same row).

**Don't bet on my teams:**

When I go to a casino, my favorite place to go is the sports book. I'm like a kid in a candy store, trying to decide which game to bet on and which one(s) to watch on the TVs. Invariably, I pick the wrong teams. It's frustrating, because I follow sports religiously.

In Reno, I bet six basketball teams; five lost. Two were by half-a-point, one was by two points, and the other was a blowout. Unfortunately for Star Tech Journal's Jim Calore, he bet on some of the same teams as I did. What a no-no. He was jinxed before the opening tip-off.

So, if you run into me at the sports book, ask me who I'm betting and pick the other team. You're sure to leave with a bulging wallet. (My dad says I can't even pick my nose, but he's wrong. I can.)

**Look for good-looking women:**

This might sound like a contradiction to my female dealer credo, but it isn't. What I mean is this: sit at a table where attractive *female gamblers* are playing, even if it means being wedged in the middle.

Besides the aesthetic attributes, it seems to help. I don't know why, but my luck experiences an upswing when they're near. They can't be ugly, or the theory goes out the window. If, for example, you see Grayhound's Beth Smith walking through the casino, grab her (not necessarily literally). She doesn't have to play; just have her stand next to you for a few hands. But be courteous enough to split the profits.

**My commission:**

I don't expect much for this vital information. One-third of your winnings will suffice (hey, that's what lawyers get!). And if you see me being beaten about the head by an angry mob of female dealers and old people, please lend some assistance. ☐

Christopher Caire

**Christopher Caire**
**News Editor**

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ICBL

# CYBERTIMES

August 2072
Evening Edition

$25.00
An Atari Games Publication

# Atari CYBERBALL 2072 season kicks off in August

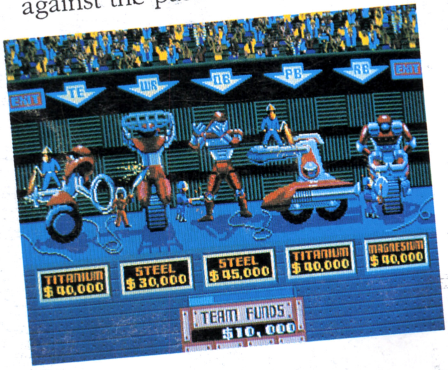
Milpitas, Cal.—Atari Games, the world's leading video game manufacturer and official CYBERBALL sponsor, is introducing two new versions of the popular video game. This season marks the 50th anniversary of the world's most popular sport, CYBERBALL, and media coverage is expected to reach a record high as some 15 billion viewers are expected to tune in. The season opener will be held in Las Vegas, Nevada, site of this year's AMOA Show.

Atari will display a one-screen game for street operators, and an updated two-screen for arcades. All interested operators are highly encouraged to attend or contact their Atari distributor. Industry sources expect it to be another "Powerhouse" hit.

## CYBERBALL 2072, the new game

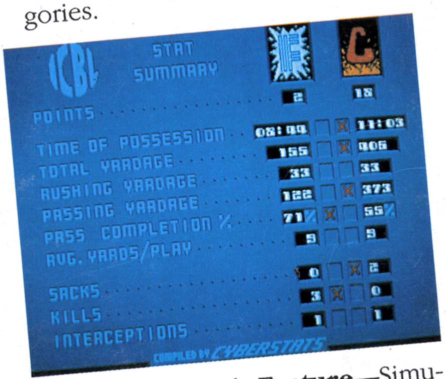
Detroit, Mich.—CYBERBALL will take on a new look this year. New features include:

- **Simplified Play For Beginners**—Fewer decisions for beginners and more time for fun.
- **New Special Challenge Game**—Tests the player's ability to make the play under pressure situations.
- **Improved Robot Buy Feature**—Enables players to build a better, stronger team through the purchase of super offensive players and stronger defenses, i.e., against the pass and run.



EXIT
TE
WR
QB
PB
RB
EXIT
TITANIUM $40,000
STEEL $30,000
STEEL $45,000
TITANIUM $40,000
MAGNESIUM $40,000
TEAM FUNDS
$10,000

- **New Robots**—A "Power Back" (passing halfback) and an "Outside Linebacker" (strong pass defender) are added to the roster.
- **End-of-Game Stats**—Posts statistical performance in various categories.



ICBL STAT SUMMARY

| | | | | |
|---|---|---|---|---|
| POINTS | 2 | | | 15 |
| TIME OF POSSESSION | 08:44 | | X | 11:03 |
| TOTAL YARDAGE | 155 | | X | 405 |
| RUSHING YARDAGE | 33 | | | 33 |
| PASSING YARDAGE | 122 | | X | 373 |
| PASS COMPLETION % | 71% | X | | 55% |
| AVG. YARDS/PLAY | 5 | | | 5 |
| SACKS | 0 | | X | 2 |
| KILLS | 3 | X | | 0 |
| INTERCEPTIONS | 1 | | | 1 |

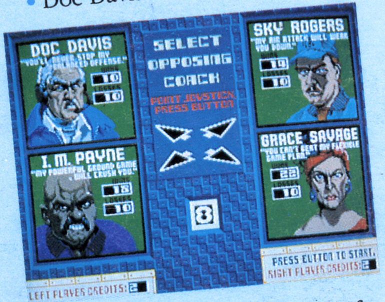
COMPILED BY CYBERSTATS

- **Beat the Coach Feature**—Simulates the feel of playing against a live opponent and creates a test of skill to defeat all the coaches. Each coach has a unique playing strategy, just like real football.
- **New Teams**—A new operator-selectable feature will allow for hometown favorites and rivalries

## 2072 computer coaches selected

Berlin, W. Germany—After a week of deliberating, officials finally agreed on who the new computer coaches would be for the 2072 season. Commissioner Ralston flew to Berlin to personally make the announcements:

- Sky Rogers
- Doc Davis
- I.M. Payne
- Grace Savage



DOC DAVIS
"YOU'LL NEVER STOP MY BALANCED OFFENSE."
WINS 10
LOSSES 10
SELECT OPPOSING COACH
POINT JOYSTICK PRESS BUTTON
8
SKY ROGERS
"MY AIR ATTACK WILL WEAR YOU DOWN."
WINS 19
LOSSES 10
I. M. PAYNE
"MY POWERFUL GROUND GAME WILL CRUSH YOU."
WINS 18
LOSSES 10
GRACE SAVAGE
"YOU CAN'T BEAT MY FLEXIBLE GAME PLAN."
WINS 22
LOSSES 10
PRESS BUTTON TO START.
RIGHT PLAYER CREDITS: 2
LEFT PLAYER CREDITS: 2

These four will be responsible for the development of all player intelligence for the six new computer-controlled teams. Each player has enough storage to hold over 500 megabytes of memory, and can attain a top speed in excess of 200 mph (under boost).

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